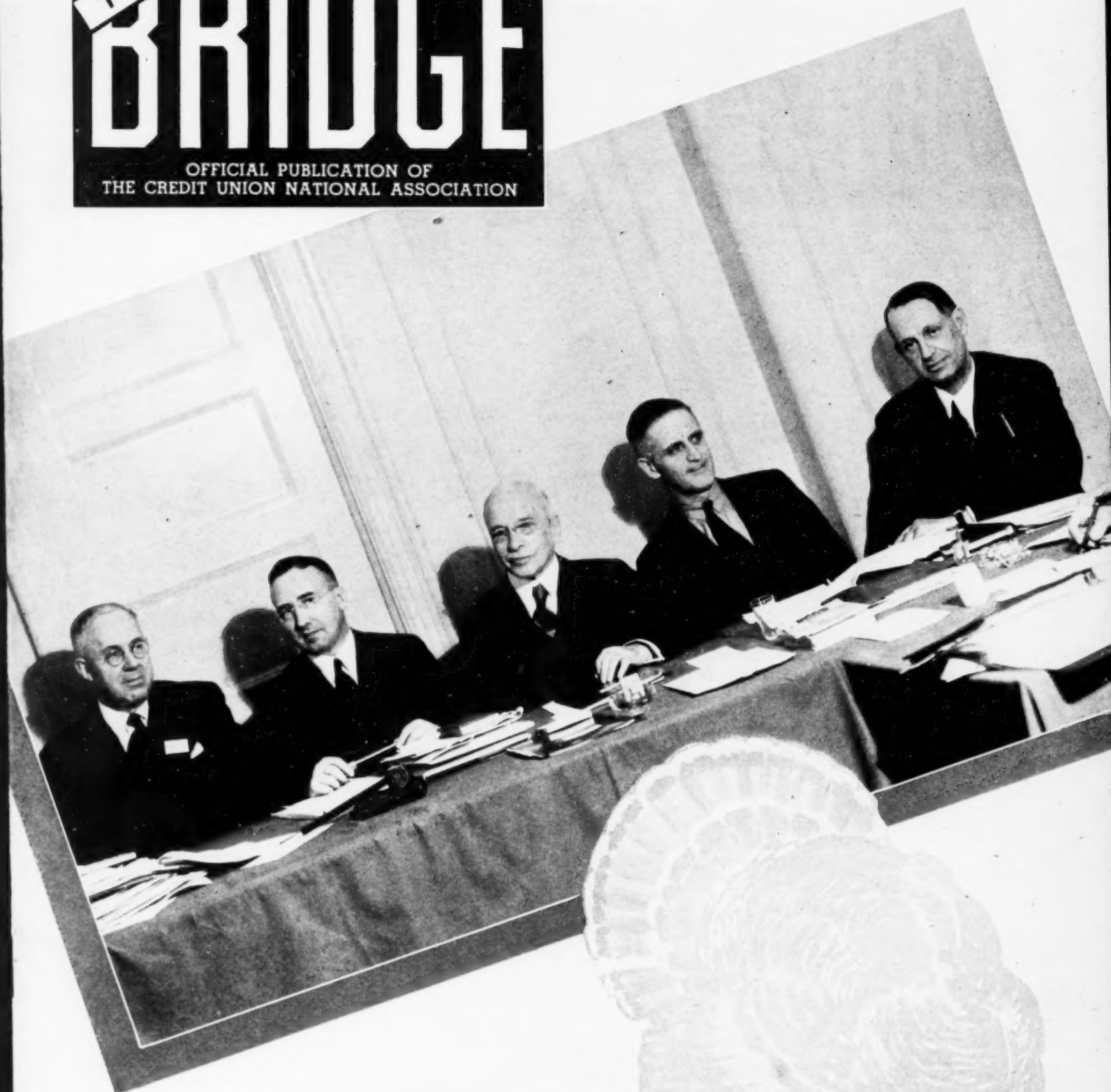


THE BRIDGE

OFFICIAL PUBLICATION OF
THE CREDIT UNION NATIONAL ASSOCIATION

NOVEMBER, 1939

VOL. 4, No. 89



OUR "THANKS" FOR THE
LATE EDWARD A. FILENE

THE WAY TO ECONOMIC BETTERMENT

The BRIDGE

November, 1939

Vol. 4, No. 8

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ADVERTISING RATES ON APPLICATION

All subscriptions received before the fifth of the month start automatically with the issue of the current month; all those received after the fifth of the month start with the following month. We find that we have a large number of address changes. To insure prompt delivery of The BRIDGE, when you change your residence, please send in a post card with your former address as well as your new address. When sending in a single subscription or a group of subscriptions, The BRIDGE would appreciate it if you would mark any renewal subscription conspicuously with the word 'Renewal'.

THE WAY TO ECONOMIC BETTERMENT

RALPH G. LONG, Editor

THOMAS W. DOIG }
JAMES W. BROWN } Contributing Editors



LIBERTY

GOAL

"We believe that money should be used for the benefit of the people to whom it belongs."—Roy F. Bergengren.



HOME

FREEDOM - - - PEACE

Thanksgiving

"**E**QUAL AND exact justice to all men, of whatever state or persuasion, religious or political; ★ peace, commerce, and honest friendship with all nations,—entangling alliances with none; ★ the support of the State governments in all their rights, as the most competent administrations for our domestic concerns, and the surest bulwarks against anti-republican tendencies; ★ the preservation of the general government in its whole constitutional vigour, as the sheet anchor of our peace at home and safety abroad; ★ . . . freedom of religion; ★ freedom of the press; ★ freedom of person under the protection of the habeas corpus; ★ and trial by juries impartially selected ★ —these principles from the bright constellation which has gone before us, and guided our steps through an age of revolution and reformation."

—Thomas Jefferson, Mar. 4, 1801

We credit union folks fervently believe in the above, because it is the right way—the American way.

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A MONTHLY MAGAZINE DEVOTED TO THE CREDIT UNION MOVEMENT

EDUCATION

THE KEY TO CREDIT UNION SUCCESS

By HENRY STRICKER, JR.

From the New Jersey Credit Union News. Henry Stricker, Jr. is the Editor. We reprint this illuminating article because of its apparent value to all.

When You Read	What Do You Think Of?
"Ask the Man Who Owns One"	_____
"Good to the Last Drop"	_____
"99 44/100% Pure"	_____
"I'd Walk a Mile for a"	_____
"Not a Cough in a Carload"	_____

Can you meet this test? Of course you can. There is hardly a man, woman or child in America who hasn't seen and heard these slogans over and over again. Why, because the manufacturers of these products have learned that "it pays to advertise."

And so it is with the credit union. To make it a success we must advertise, not once, not occasionally—but constantly. Credit unions to be truly successful must constantly keep their members informed as to how the credit union can help them so that these same members will automatically turn to the credit union when they are in need, or when they wish to save.

To put on a successful advertising campaign we must keep before the members **CONSTANTLY**:

- 1—The advantages of thrift through systematic saving.
- 2—The many ways in which a credit union loan can help a member out of trouble or save him money.

SAVERS. Credit unions pay dividends ranging from 3% to 6%, while the most New Jersey banks will pay is 1½%—and some don't even pay that. Could there be any better inducement than that to save in credit unions. **OF COURSE NOT**, so why not tell your members? The credit union, being located right on the premises, makes it very easy for anyone who really wants to save.

BORROWERS. Everyone can save money by paying cash, so why not tell your members that the credit union will lend them the money to pay cash for anything they need. If they must pay on the installment plan, urge them to borrow from the credit union and repay the loan in installments plus a small interest charge. We had a case only recently of a credit union member who was quoted a price of \$150 on a refrigerator, yet who got the same refrigerator for \$100 cash through a credit union loan which cost him only \$6.00 in interest for a whole year.

To be truly successful a credit union must keep its money invested in loans which are of real help to its members.

Following are a few of the many reasons for which credit union loans are made:

To Buy	To Pay
Food	Rent
Clothing	Taxes
Coal	Doctor and Dentist
Furniture	Hospital Expenses
Car	School and College
Radio	Courses
Refrigerator	Insurance Premiums
Oil Burner	Household Expenses
Jewelry	Personal Expenses
To pay off piled-up bills	
To pay off loan shark loans	
To pay off notes	
To make house improvements	
To finance vacation trips	
To pay Christmas bills	
To pay marriage bills	
To assist relatives	
To discount bills	

Now that we know what we have to sell, **HOW CAN WE BEST SELL IT?** The following are among the most successful methods developed to date:

PUBLISH A PAPER. Almost all progressive credit unions publish a paper of some kind. Some are published weekly, some monthly, and some quarterly. Some consist of a single sheet of paper, others two or more sheets. Some are colored, others are plain black and white. Some are large, some are small. *But none of these things are important.* What is important is that you have some kind of a paper which is published at regular intervals and through which you can keep hammering home to your members *how the credit union can help them.*

ADVERTISING LITERATURE. The League Supply Department has on hand at all times a complete supply of posters, pay envelope inserts, leaflets, etc., which are sold to members at cost. This material is very inexpensive and pays for itself over and over again.

EDUCATIONAL MEETINGS. Wherever it can be arranged credit unions should hold educational meetings once or twice each year to discuss with and inform members generally on the advantages of credit union membership. The best way to get the material for such a meeting is to send a questionnaire to the credit union members asking them to tell how the credit union has helped them. It is not necessary that these questionnaires be **SIGNED** and you'll be amazed at the amount of information you will receive. Best of all, you'll be able to tell your audience that these are the experiences of the *members of their own credit union.*

KEY MEN. Every credit union should have key men distributed throughout its

field of membership to answer questions and distribute literature. These men should be trained to give their members the answers to any questions they may have.

THE EDUCATIONAL COMMITTEE. All of the educational work of the credit union should be centered in one committee, the Educational Committee. This is usually headed by the Vice-President, but no matter who it is, it must be someone willing to work and not afraid to try out new ideas. This committee need not be large, generally three or four people are ample, and they can come from the credit union membership at large. In fact, it is best that way as this generally gives a broader viewpoint and better information on the best method of approach.

The Educational Committee should meet regularly and should *read* every periodical from which they can get ideas, such as "The New Jersey Credit Union News," the "BRIDGE," our NATIONAL CREDIT UNION publication, "Co-operative Saving," the publication of the Credit Union Section, etc. The members of this committee should attend chapter meetings so as to profit from the experiences of other credit unions.

Credit unions which do a real educational job are never bothered with surplus funds, for experience has taught that the members of these credit unions, being fully informed on the many ways in which they can make use of credit union money, generally keep every dollar of assets working.

COVER PICTURE

Edward A. Filene, Founder of the Credit Union Movement in these United States passed to his reward in September 1937. This picture was taken in April 1937 at National Board Meeting of CUNA in Washington, D. C. Left to Right, Roy F. Bergengren, Managing Director; Claude E. Clarke, (now) Chairman Filene Memorial Fund; Edward A. Filene, Founder; Thos. W. Dolig, Asst. Managing Director; Chas. G. Hyland, Comptroller.

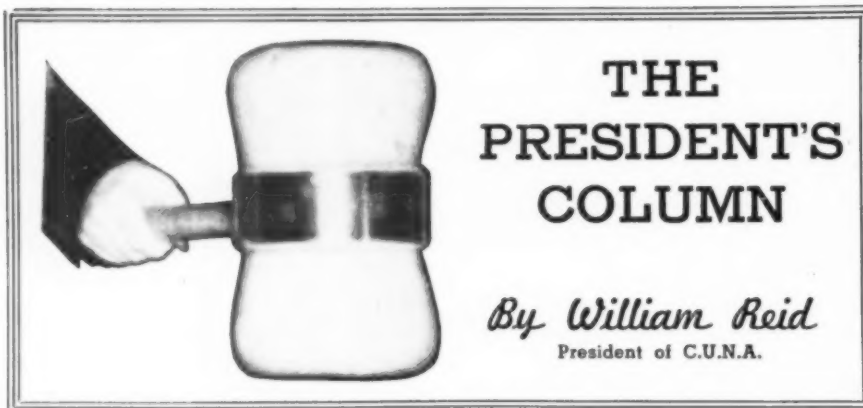
* * *

To catch Dame Fortune's golden smile
Assiduous wait upon her,
And gather gear by every wile
That's justified by honor.
Not for to hide it in a hedge,
Nor for the train attendant,
But for the glorious privilege
Of being independent.

—R. BURNS.

* * *

I had no shoes and complained—until
I met a man who had no feet.—ARABIAN
PROVERB.



THE CREDIT UNION Section of the Farm Credit Administration has issued statistics with regard to the growth of federal credit unions which are valuable and illuminating.

With approximately 2,800 credit unions reporting, they show combined assets of about \$33,000,000. This represents an increase for the first quarter of 1939 of \$3,500,000 over last year or about a 1/3 increase in the first quarter of this year as compared with the first quarter of last year.

The average membership of the federal credit union now is about 200 people and the assets about \$12,000, serving altogether over 500,000 individuals. The average loans are \$90 and average savings \$50 per member.

These figures represent only federal credit unions, none of which was organized prior to 1934. No comparable figures appear to be available for state organized credit unions, but we should look forward to the day when CUNA will have a fact finding division, so we will have a complete picture of the entire credit union movement.

Meanwhile, we congratulate the Credit Union Section for making these figures available and congratulate the federal credit unions for the splendid showing they are making.

Kinds of Credit Unions

There has been a feeling amongst credit union leaders that we should make a conscious effort to balance the various types. The movement is now top heavy with industrial credit unions. These are the easiest to organize and our success with this type of credit union is well known and obvious.

The credit union movement abroad has been largely a rural and church development. In the United States groups of this kind have been slower in coming to the credit union idea. There are now successful parish, community and rural credit unions in every part of the country. At least one-third of all federal credit unions are of the associational type. Through a great variety of kinds of credit unions we are going to be able to reach an ever increasing number of people in this country who need the services of credit unions.

Congratulations to Ohio!

Several weeks ago I received a letter from Miss Louise McCarren, Managing Director of the Ohio Credit Union League, and take great pleasure in quoting part of her communication as I believe Ohio has made a record that all State leagues might well try to emulate. If one State can do a job of the kind outlined by Miss McCarren, there seems to be no good reason why the other leagues cannot do the same

thing. Miss McCarren in her letter says:

"I think that if you will look at the record, you will see that the Ohio League was put together probably more quickly than any other League, if you will look at the schedule of dues payments to the National Association alone. Our law was enacted in the Legislature in 1932. The first credit union was organized and operated in 1933. As you know, we organized the League in 1935 with 45 credit unions. We took in a little less than \$800 in dues, \$588.10 of which went to CUNA. In 1936 we had about 100 credit unions operating, and we collected about \$3,000 in dues, \$1,300 of which went to CUNA. In October, 1936 we decided to hire a managing director. In 1937 we collected about \$7,000 in dues, \$3,300 of which went to CUNA. Of course, in 1938 we paid the \$5,000 maximum and had about a \$13,000 budget. This year our budget is \$17,000, and we reduced our dues schedule twenty-five per cent. In looking over the dues schedule, as submitted at the National Board meeting, I see no other state which has started so small, which can in any way approach the rapid development which we had.

"I point this out only to show you that I think it is valuable information because it enables us to make a few deductions. I also in this connection would like to point out that I believe we have the highest percentage of affiliation. We have 94% of all the credit unions operating affiliated with us, and we are now approaching the 500 mark in credit unions organized. There are less than 30 credit unions in the whole state who do not belong. In my opinion, one of the greatest factors in aiding us to put our League together, to get everybody to join, and to stick with us, has been because of the BRIDGE. For that reason when Ohio offers to pay \$1,000 of the deficit, I do not think it is a gift or a donation. I think it is paying for services rendered even though it may be paying for them a little late. I think that, next to Minnesota, we had the greatest percentage of circulation in our state. So, therefore, it is possible for us to draw these conclusions.

"We will employ two more people in the League the first of the year, bringing our total number of employees up to five. That will mean two people in the office and three in the field. The state will then be so divided that it will be pretty well covered. The following year we will be in a position to hire our educational director if at that time we feel it is necessary."

In addition to noting the splendid percentage of membership in the State League in Ohio, it may be noted that the Ohio League hope in the not too distant future to be in a position to hire an educational director if at that time they feel it is necessary.

Educational Program in CUNA Soon

It will no doubt be recalled that at the New York meeting of the National Directors a gift of \$5,000 by the Good Will Fund was accepted for the purpose of instituting an educational program. The Good Will Fund is a fund created by Mr. Edward A. Filene, of which Mr. Percy Brown is the Executive Director.

At the September meeting of the Executive Committee in Madison it was decided that the educational work was a function of the Organization and Contact Department. When Mr. Brown and Mr. Bergengren met with me in New York about two weeks after the Executive Committee meeting, Mr. Brown was highly in accord with the idea of having an educational program instituted by that Department.

Mr. Bergengren and Mr. Doig are now actively engaged in working out the details to start, at the earliest possible moment, a practicable plan to get this important work under way. I have high hopes that the very generous gift of the Good Will Fund will go a long way towards instituting a program that, except for the lack of funds, would have been put into effect long ago.

There is much good existing material available and the primary educational job for the first year might be to publish and disseminate this information.

Some of the material might be sold instead of freely distributed. The actual cost of production, a small amount for mimeographed bulletins, seems to me should be charged, with no profit or overhead figured. I believe they do this in Nova Scotia where we have been told they are highly successful in their educational work.

Groups to be worked with might be classified as follows: Leagues, Chapters, Credit Unions, Credit Union Membership; General Public.

Suggested programs could be prepared for newer leagues.

Regional meetings of executive staffs of State leagues might be arranged—possibly in connection with Executive Committee meetings of CUNA—to familiarize them with developments from time to time.

A year's chapter programs covering ten meetings could be gotten up, which programs should be accompanied by suggested items of discussion under each heading and a work booklet prepared for detailed guidance. The Credit Union Section of the Farm Credit Administration is known to have prepared several booklets of this type and CUNA has work booklets on the Credit and Supervisory Committees which would probably have to be brought up to date. Experts in special fields could be called on for special subjects. So far as the credit unions are concerned, suggested programs for annual meetings could be made up. The Credit Union Section already has much material.

Material has been issued by the New Jersey and Connecticut Leagues; by the Personnel Departments of the Western Electric and the Kroger Grocery Companies, Consumers Cooperative Association of Missouri for its constituent credit unions and new material is now being prepared by the North Carolina Department of Agriculture. These are all contained in what may be called handbooks of instruction on operation of credit unions.

All existing material should be studied and a loose leaf handbook prepared so that inserts to be issued from time to time might be inserted and the old material eliminated.

Many other things helpful to credit unions could, of course, be gotten up.

(Continued on page 22)

CREDIT UNIONISMS

JAMES W. BROWN

- No individual living in a social group is free.
- A Credit Union does things for people. It also does things to people. Makes them thrifty and social minded.
- We need the adventurous type to keep the credit union movement going forward and we need the cautious type to consolidate our gains.
- A dictator, now recognized as the most powerful man in the world today, made the following statement: "Those who wish to lead a movement must conduct a fight on two fronts. Against those who lag behind and those who rush ahead." This dictator simply liquidates those out of step. In the Credit Union we use the democratic method of hearing the arguments on both sides and allowing the collective opinion of the group to determine the speed.
- It speaks well for the Credit Union spirit that race, creed, or color has never been an issue. It is simply impossible to hate anyone who has a strong, sincere interest in the Credit Union movement.
- Psychologists claim that only 8% of our worries have a real foundation. I used to worry about loans but I have quit since I discovered that 60% of the time I was worrying about the wrong borrowers!
- There is no such thing as an entirely "self made" credit union. We all are under a moral obligation to give the help to others that we received.
- A credit union that pays 9% dividends (6% is very good) is liable to die of fatty degeneration of the heart.
- We constantly think of the Credit Union as a group movement. But we should never forget that "where ever any tide of battle is turned, there must be the first man who turns."
- Man and institutions are best when fighting against odds. If your credit union has conquered everything at home, enlist in the fight of organizing the next 8,000 credit unions.

FRIENDSHIP

(of Credit Union workers)

We do not make our friends—We find them only.
Where they have waited for us weary years:
Some day we wander forth a little lonely,
When lo: A comrade at our side appears.
Tis not discovery—'tis recognition—
A glance, a greeting and we grasp the hand,
No explanation needed, no conditions,
That we are friends at once we understand.

(Author unknown.)

- Our program of action must be constantly revised, altered, added to, subtracted from, and even parts discarded. Events change faster than our thoughts. We have to change our ideas to meet new situations. Conditions change and we must change with them. I wonder what Credit Unions will be like 50 years from now?
- Sure, a few borrowers may not appreciate your help. When you try to save a mule from a burning stable, you shouldn't be surprised if he tries to kick your head off.
- Where the blood does not circulate, an abscess forms. The Credit Union helps to keep the nation healthy by freely circulating money, the blood of the financial world.
- The integrity of the borrower is the greatest essential. No matter how carefully a contract is gotten up, it will mean nothing unless there is honest intention.
- The credit committee cannot always approve loans. At times to be a good doctor and a real help it is necessary to apply a caustic instead of a salve.
- Worthwhile debt is as honorable as thrift. If our present system cannot exist without thrift it equally cannot exist without debt.

Between You and Me

Hello Folks:

You remember Emerson said, "America is God's last chance to make a world." It looks like this may be a fact. May America live up to those words!

* * *

"Nothing can bring you peace but yourself."—Emerson.

* * *

Some large credit unions, feeling sufficient unto themselves, have never joined a chapter or league. If they only would understand how much good may result by their contribution, from their numerous experiences, to the small credit union within the chapter, this alone, I believe, would prompt them to become a member. Their influence, prestige and size would, as a member, be wholesome and stabilizing. Such credit unions ought to enlarge their usefulness for greater good. This is not a "come-on" but a fact. Try it!

* * *

"By their fruits ye shall know them."—Matthew VII.

* * *

Suggest you read in the New York columns of the States section, what Sid. Stahl has to say in "Up to Date Records Are Essential." This will prove helpful to many treasurers as well as others. It contains sound advice.

* * *

These words I recently read and they make one ponder,—“war destroys the democracy in nations. But what seems infinitely worse, it destroys the democracy in men.” With conditions what they are in Europe the only question which comes to mind is,—“who said who was civilized?” Every honest difference can be settled across the table!

* * *

Remember taxation! 5% dividend is really good. And get the membership out to annual meeting; it's their credit union. Make a real event of it!

Also live and hard working directors are hard to find. Re-elect the "tried and true."

* * *

"That which comes after, ever conforms to that which has gone before."—Marcus Aurelius.

* * *

Great strides have been made in developing credit unions among school teachers. In fact many of them are of tremendous size. Would that a plan be worked out permitting the youngsters to become members from the first grade on. At graduation from High School, either into the business world or on to institutions of higher learning, would be thousands more grounded in credit unionism.

R. G. L.

What About It?

Readers are invited to Submit Questions on any Credit Union Problems and also to give us your frank reaction on the answers, whether you agree or disagree with the Editor.

By TOM DOIG

Recently I was requested by a group of credit union members who are conducting a school for credit union officers to discuss credit union loans and answer the following questions pertaining to these loans. The questions are good questions and I have answered them to the best of my ability. I appreciate that laws vary in various states and that, therefore, there will be some difference in the answers to these questions.

I would very much appreciate it if each reader would send to me, in care of BRIDGE, at Madison, Wisconsin, his answer to these questions.

LOANS

It is my opinion that lending money is the most important function of the credit union. Credit union laws and most credit union literature states that "thrift" is the credit union's first purpose. Thrift is set forth as the first purpose merely because it is necessary for a group of people to save money before they can become lenders of money. Thrift in itself and by itself is not necessarily a virtue. If I simply accumulate dollars and bury them in the ground, they perform no beneficial service for society. If, through the practice of thrift, I accumulate a large number of dollars and use these dollars in exploiting my fellow man through the practice of usury, then thrift becomes anti-social and harmful. Thrift plus an intelligent lending policy can make funds available for personal loans at a lower rate of interest than the usurer cares to charge, thus eliminating usury.

* * *

The following are typical credit union questions with regard to loans to credit union members. I shall answer them to the best of my ability, fully appreciating that there is great opportunity for wide divergence of opinion.

A. Does the credit union make chronic borrowers of members because of the easy source of credit?

Answer: No. For the past two generations many of the best business concerns in America have employed the most forceful salesmen money can buy to persuade you and me to spend next year's salary this year. Most of us have done this. Ninety per cent of the American wage earners are in debt. The credit union in making loans to its members merely takes over a portion or in some cases all of this indebtedness at a reduced overhead cost of credit. The group of people comprising the membership of any credit union always saves in the long run more money than they have outstanding on loans. As a group, then, we are simply borrowing our own savings and are not getting deeper in debt. During a long and very close association with credit union members, I have

BRIDGE TO YOU EARLIER

Starting with the December issue we hope to mail the Bridge prior to the 5th of each month.

All articles, League material, etc., should be to the Editor not later than the 6th of the month.

Your co-operation is essential

never found one who, because of his credit union membership, was deeper in debt, but have found many who have saved for the first time in their lives.

B. Should the amount a member may borrow be in ratio to his shareholdings?

Answer: No. The credit union obtains the friendship of its member by lending him money in time of need. Many times the member borrows three or four hundred dollars when he first joins the credit union and has only 25 or 50 cents on deposit. It is good practice for a credit union to make this type of loan. We receive the member when he is in debt. We help him with his financial difficulties. Then we encourage him to become a saver in the credit union.

C. Should the Board limit the latitude of the credit committee as to maximum loans without security?

Answer: No. The federal law and most state laws limit the maximum loan which may be made without security. It is not necessary to have any further limit. If the state law under which a credit union functions does not limit the amount which may be loaned without security, then it is unnecessary for the Board of Directors of the credit union to do so. Let's not tie ourselves up with encumbering rules. The credit committee is elected by and from the general membership of the credit union and should not be made answerable to the Board of Directors. Let us remember that credit committees usually are too conservative.

D. Should the board fix a maximum above which loans must also be approved by it?

Answer: No. The credit committee is elected by and from the membership and is responsible to the members. This committee derives its authority from the same source from which the Board of Directors

derives authority. The Board of Directors should not interfere with the functions of the Credit Committee.

2. How should the maximum that a credit union may loan to any one member be determined?

Answer: No credit union should, even in its infancy, lend more than 10 per cent of its assets to one member. The credit union is geared to handle the personal loans of individuals. Normally it would include in its field loans ranging from five dollars to one thousand dollars. However, there will be unusual cases in the operation of most credit unions when loans of two or three thousand dollars may be necessary to individual members.

D. Should loans be made to members who are not gainfully employed?

Answer: As a general rule, credit unions make loans only to persons who are gainfully employed. However, let us suppose that the member is ill and not at the time employed. It is the business of the credit union to be humanely interested in the well-being of its members. Surely a loan to aid a member during time of illness or even non-employment is a most provident loan.

E. How can the credit union best eliminate loan delinquencies?

Answer: Through a "delinquent committee" of three members appointed possibly by the treasurer of the credit union. Whenever a loan becomes two or three days delinquent, this committee should call on the borrower and in helpful manner endeavor to ascertain just what difficulty is preventing the member from making payments in accordance with his agreement. Let's not get hard boiled with the delinquent member, but try rather to sell him the idea of keeping his payments current. It is my opinion that a credit union should be extremely liberal in its lending policy, but quite insistent that the borrower meet the terms of his note after the loan has been made. A delinquency is the beginning of a loss and should not be tolerated. If there is good reason for the delinquency, then the note should be re-written and its terms changed in order that the member may honorably meet the requirements of re-payment.

F. Should collateral security be taken in lieu of endorsements?

Answer: In many cases chattel mortgages or other collateral prove to be every bit as satisfactory as the endorsement of a note by a fellow member or members. I have in mind one credit union which kept \$80,000 busy for five years financing the purchase of new automobiles for its members. In every case the credit union has as security, a chattel mortgage on the new car purchased, plus an insurance policy covering the car against loss by fire, theft, or tornado. This credit union never suffered a loss on this type of loan and neither was it ever necessary to foreclose a chattel mortgage on the car. It is peculiar that most industrial credit unions require endorsement of a borrower's note and are a little reluctant to make loans with chattel mortgages as security, while most rural credit unions operate almost entirely through chattel mortgages and are a little reluctant to accept endorsement of a note. My experience with credit unions would indicate that the one form of collateral is as good as the other.

G. What is the maximum period for which loans should be made?

Answer: The large majority of credit union loans are repaid within a twelve-month period. However, it is the business of the credit union to be helpful to its members. And in many cases this aid cannot be extended unless the credit union is willing to make a loan which will be repaid periodically during the next two or three years.

H. Should credit unions insure loan balances?

Answer: Yes. I believe it wise for the credit union to insure the unpaid balances of its borrower's loans against the possible death of the borrower. This will make it easier for the borrower to obtain endorsement on his notes inasmuch as the endorser will feel he is protected in case of the borrower's death. Have you ever collected the unpaid balance of a loan from the widow of the man who borrowed the money, taking possibly the last few pennies she had? If so, I think you will agree with me that loan protection insurance is absolutely essential. Incidentally, the cost of this insurance should be borne by the credit union without increasing the rate of interest to the borrower. This cost is so extremely low that no credit union can afford to be without this coverage. Usually I buy a Plymouth car every second year. Normally I finance about \$400.00 of the purchase price of this car through a credit union. I pay one per cent per month interest on this loan. The credit union at a cost of about 7/100 of one per cent per month automatically insures my life at the time I receive the loan without additional cost to me. Should I die before the loan is repaid, the car automatically becomes the property of my estate without further payment and the credit union receives the balance due it from the Cuna Mutual Society.

I. Should loans be made payable in a lump sum at maturity?

Answer: Normally credit union loans should be repaid in regular periodical installments. Normally these repayments should be arranged in accordance with the pay day of the borrower—one small pay-

QUESTION OF THE MONTH

QUESTION NO. 3—Pennsylvania.

We are enclosing a Designation of Beneficiary form under whose terms a corporation, company and I presume a credit union may be named as a beneficiary in case of the death of a United States Civil Service Employee, and authorizing the Government to pay to this beneficiary any funds standing to the credit of this employee at time of death. Please advise us on the use of this form as security on larger size loans.

ANSWER: This question was answered unsatisfactorily in the September issue of BRIDGE. Since that time, information has come to me from a representative of the Federal Credit Union Section as follows:

"Since reading the article I have obtained a copy of the United States Civil Service Commission form No. 2806-1 which is called 'Designation of Beneficiary' and which is the only form that may be used by a Civil Service employee to designate his beneficiary. From the terms under which these beneficiaries are designated it would appear that a credit union might be acting unwisely if it were to accept such designation as sole security to any loan. The regulations governing the use of the form provide in part as follows:

'A revocation or change of beneficiary may be made at any time and without the knowledge or consent of the previous beneficiary. . . .'

"Furthermore, part of the wording in the body of the designation is as follows:

'I hereby specifically reserve the right to remove or change any beneficiary at any time in the manner and form prescribed by the Civil Service Commission. In the event I withdraw the amount to my credit in the Retirement and Disability Fund, this designation of beneficiary shall immediately become null and void for any possible benefits from any future service or otherwise.'

"From the above you will note that although an assignment on the proper form designating a credit union as beneficiary of a person's credits in the Retirement and Disability Fund may appear to be excellent security, its feature of revocability without notice tends, in my opinion, to deprive such an assignment of any value as 'adequate security.' I call this to your attention merely because you may wish to clarify the article in question at some future time."

I am grateful to the Credit Union Section for calling this matter to my attention.

ment each pay day. Although these small, frequent payments are a little more work, they are conducive to honesty. No man wants to be a thief for a small amount of money. He might be tempted for a larger amount.

J. Should a credit union borrow money to meet its loan demand?

Answer: It is the business of the credit union to satisfactorily solve the credit problems of its members. If it is necessary for the credit union to borrow money in order to do this, then the credit union should borrow money. I have always maintained that the life of a credit union treasurer or, for that matter, the life of every member of the credit union Board of Directors should be an unhappy and discontented life. When the Board of Directors of a credit union is elected it has a charter from the state or federal government authorizing it to do a lending business. It has many prospective members who are in need of loans, but it has no money. The members of the Board should be unhappy about this and should immediately go among the prospective credit union members urging them to deposit money in the share account of the credit union. In other words, the Board members become salesmen of the credit union. If they are good salesmen, they will get in more than enough money to satisfy the immediate borrowing need of the credit union members. Now the credit union has surplus funds. If the members of the Board are lazy, these surplus funds will be permitted to lie idle in the bank or are possibly invested in government bonds. Neither of these investments achieves the purpose of the credit union. If the Board is industrious and discontent with this arrangement, they will go among the members of the credit union in an effort to ascertain whether this money can be made useful to the members in the way of loans. They will actually look for borrowers. If they are good "lookers" they will find so many borrowers that there will not be sufficient funds to meet the borrowing need and the circle will begin all over again. This unhappiness and discontent on the part of the individual members of the Board of Directors is the spirit which builds a successful credit union. This unhappiness and discontent is inherent in the human race. It was this unhappy and discontented nature of humans who have preceded us which brought to you and to me the many comforts of life which we enjoy today. Let us keep alive in the credit union this dissatisfaction with conditions as they are. Let us strive constantly to improve.

That country is the richest which nourished the greatest number of noble and happy human being; that man is richest who, having perfected the functions of his own life to the utmost, has also the widest helpful influence, both personal and by means of his possessions, over the lives of others.

JOHN RUSKIN

**Get a Friend
to Subscribe to the BRIDGE
\$1.00 per Annum**

FEDERAL SECTION

NEWS of the CREDIT UNION SECTION, FARM CREDIT ADMINISTRATION

APPROACH of the year's end brings special attention in the Credit Union Section to such matters as proper closing of credit union accounts, dividend computation, and the business of getting ready for the annual meeting.

Last year the field men were able to attend many December gatherings of credit union officials, usually arranged by local chapters, and give them detailed instructions in closing their accounts for the year and in computing dividends. The same service will be available again this year except where the other duties of the field men will not permit. Newer credit unions will find such help especially valuable.

The Section will again send out its pamphlet "Suggestions for Annual Meetings." The text is being revised to include many new ideas. The large number of reports received on the meetings last January were made the object of a special study, and the features which commonly made for a successful and enjoyable meeting, as well as those which caused proceedings to drag uninterestingly, were singled out for consideration in the revised pamphlet. Suggestions are offered for emulating the one and correcting the other.

Membership Relations

"How to reach the members with credit union information" is becoming the theme of more and more regional gatherings of credit union officials. In mid-October W. E. Allen, chief of membership relations, went thoroughly into the subject at a series of nine chapter meetings in New York State. Arrangements for the series were made by Sidney Stahl, who attended and took part in the discussions.

"We have had three very fine meetings so far," wrote Mr. Allen in the midst of the series. "At each one some of the folks have been kind enough to say that it was the best chapter meeting they ever attended."

Mr. Allen's method in appearing before chapter meetings is to stimulate and direct discussion rather than to make a formal address. He takes with him illustrative

charts and an exhibit of circulars, periodicals, etc., actually being used by credit unions. Discussion circles are a feature of each meeting. "They work excellently," he reports from New York, referring to this plan for provoking individual thought and argument. "People do enjoy getting a chance to express their own views freely."

Educational Committees

The long-awaited "Suggestions for Educational Committees" has gone through the final stages of proof-reading, and by the time these lines are read the 16-page pamphlet should be in the hands of Federal credit union officials everywhere.

Intended to be mainly introductory, the pamphlet gives an outline of what an educational committee may undertake rather than a detailed discussion of methods. It recognized that the initiative of each individual committee is the big factor in getting results. But it offers a goodly number of ideas which active-minded committee members will want to pick up and adapt to their own circumstances.

Copies of the pamphlet are being distributed free to Federal credit unions, with an extra copy to the chairman of each educational committee included in the list on file in the Credit Union Section. More than 1,000 such committee chairmen are now listed. Undoubtedly a very considerable number are in existence which have not been reported to the Section. All Federal credit unions which have such a committee and have not sent in the name and address of the chairman, and all which set up a committee in the future, are urged to report to the Credit Union Section so that they will receive this pamphlet and other educational material that may be issued from time to time.

"Cooperative Saving"

Speaking of educational committees it is a pleasure to announce that an enlarged printing of the bimonthly COOPERATIVE SAVING will now permit the Section to send the magazine to the chairman of each educational committee on its list.

This will be in addition to the three copies regularly supplied to the treasurer.

Continued evidence of the usefulness of COOPERATIVE SAVING comes from many directions. Not the least convincing is the fact that the paid subscription list, as reported by the Superintendent of Documents, Government Printing Office, mounts steadily higher and now contains many hundred names.

Again—"Only on Request"

In the August BRIDGE it was announced on this page that publications of the Federal Government could be distributed to the public under Government frank only in answer to request. This was a new rule of action, made necessary by the provisions of an act of Congress which went into effect July 1.

The ruling does not apply to Federal credit unions or their official personnel. It does apply, however, to state-chartered credit unions, to leagues, chapters, volunteer credit union workers, schools, libraries, and other unofficial institutions and persons.

Exchanges

"We are indeed grateful," says the interesting little monthly circular of the O. C. Postal FCU, Oklahoma City, "to the many credit unions throughout the United States which are sending us their bulletins as a result of our credit union's name being added to the new exchange list sent out from Washington, D. C."

The reference is to the proposal in the August 1939 BRIDGE, as well as in COOPERATIVE SAVING for May-June, that credit unions interested in exchanging their monthly bulletins with others should send in their names to the Credit Union Section, which would set up a list and pass it around to those who asked for it.

The list is slowly growing, and quite evidently the interchange is already proving of value to editors of the bulletins concerned. New names will be welcome, from state as well as Federal credit unions or from credit union organizations.



Roy F. Bergengren

As "top" man of CUNA and all of its ramifications and the "dynamic force" since 1921, we asked Mr. Bergengren to write, monthly, this page. This is, we hope, the "lead-off" of a perpetual column. Of course, we also welcome his inimitable articles from time to time.

You will, we know, enjoy his column.

Editor.

IT MAY SEEM a bit trite to note that we associate November with the giving of thanks. Thanksgiving Day is devoted mostly to attending the local football game in the morning, eating too much at about noon and walking it off in the afternoon. At least, that is my usual schedule.

It is a day of thanks, none the less and this year of all years we should humbly and with contrite hearts thank God that we live in the United States of America. As this is being written great armies face each other across the boundary, the bloody boundary which separates France and Germany; they may (and if it so happens we shall have an additional reason for thanksgiving) reach some kind of a truce before this is printed and, if there is no truce, this will be a sorry month in Europe.

Here in America there is at least no immediate prospect of war; for that let us give thanks!

Here there is evidence of a returning prosperity; for that—we give thanks. Here we have over eight thousand credit unions with over two and a quarter million members. For that—profound thanks!

Let us then, in this issue, forget for a moment the war and the perplexities of changing economic conditions—and look to our blessings.

At no place are the causes for thanks so self-evident as they are at my desk.

Credit Unions March

For we march! We march—not to trenches but along paths of peace, which we help to glorify.

During this past month I was contacted personally by a man from Australia who seeks, in his country, to duplicate the work in the credit union which Mr. Filene accomplished in the United States. We shall cooperate in the preparation of an adequate law and later on send someone to Australia to put in the foundations. That was arranged in an afternoon's conference in a hotel room in Boston—out of which conference may come great deeds for Australia.

Recently a finely educated negro from Jamaica came to see me. Adequately financed by a fund in his country devoted to the uplift of his people, we planned a credit union development for Jamaica.

This summer I contacted the credit unions in splendid meetings in six of the Provinces of Canada—Manitoba, Saskatchewan, Ontario, Quebec, Nova Scotia and New Brunswick. Canada has fallen into step with us and is on the march.

Recently I received a letter asking for cooperation from Siam!

An Englishman, in the civil service and interested for his government particularly in Newfoundland, came to see us on his way to London to get a grant for cooperative development in that Crown Colony; he got it and has returned to Newfoundland and gone to work.

Credit unions on the march everywhere! Except—that in the old world the restraints of fascism and communism prove beyond shadow of doubting that it is only in the blessed soil of democracy that the credit union can flourish. And the reason is that the credit union is of the people and for the people and by the people and of the very essence of democracy.

Federals March!

There are over three thousand Federal credit unions; up to March 31 they had close to 700,000 members, with nearly \$26,000,000 of loans outstanding. Yet it seems but yesterday when we were in Washington fighting against odds to get a Federal credit union law enacted.

We March in September

There were 109 credit unions, of which we had no previous record, which came in in September, 79 of them organized under State laws and 30 under the Federal law. We had a record of 8,236 credit unions at the end of the month. Weekly somewhere between 5,000 and 7,000 new members join the credit union colors.

CUNA Mutual Marches

The total coverage of the CUNA Mutual Society is now approximately \$51,000,000. When you recall that we started with \$25,000 of borrowed capital four years and three months ago and then had to borrow \$10,000 to finance our operations and that we now have assets of nearly \$250,000 and no debts and that the Society belongs 100% to the credit unions and the credit union members who make use of it—that's something! During September we had premium receipts of \$39,521 and paid 152 claims totalling \$21,296. We are serving 2,780 credit unions with loan protection and 288 credit unions with life savings.

We have a right to be proud of and thankful for the CUNA Mutual Society.

And the CUNA Supply

The CUNA Supply is a Wisconsin co-operative which belongs, lock, stock and barrel to the credit union leagues which are members of it. A recent recap of the business shows sales during the two months, August and September, totalling \$11,912. We are up 38% for the first six months of the year over the same six months of last year. We have a net worth of \$30,000 and we started the business back in Boston by borrowing \$4,000!

The BOND!

The Bonding department shows a central bond in excess of six million dollars. It develops rapidly and we are now offering chattel mortgage insurance, against failure to record a chattel, at thirty-five cents per chattel. Here we have the beginning of another important service.

The BRIDGE Marches!

We have a job with the BRIDGE—our most important job—but it is already up to over 16,000 dollar subscriptions. When you have given us a total of 25,000 such subscriptions the BRIDGE will be up with the procession.

This Summer

I have already noted that this has been a busy summer. The importance of Canada was noted by the National Board and I have visited six of the nine Provinces this summer. In addition we have been having some splendid meetings in Pennsylvania while Tom Doig has been covering similar meetings in Texas, helping the League and the new full time Managing Director, Mr. Edmondston. Everyone in the field reports fine meetings and strong loyalty everywhere to CUNA.

Finally—the Filene Memorial!

The Filene Memorial campaign is the first time credit unions and credit union members have had opportunity to demonstrate their personal and individual loyalty and gratitude to our great Founder, Edward A. Filene. The campaign divides into three parts: (1) a necessary period of preliminary organization effort, (2) raising the money, and (3) building the building. Right now we are in the first stage but we have about \$25,000 in the bank towards the building and \$15,000 for the site. This has been simply incidental to the first stage. We are now moving in on the campaign, asking every credit union to organize and to do its bit. Get aboard! Don't leave it to the other feller; it's *your* job. The ultimate success of the campaign will be your glorious victory.

Enough for Now

CUNA marches on the paths of peace and the way of progress. We pause to note for the moment our successes. Failures we have had because we are human; struggles we have had because it is given to humans to have differences of opinion. But we are an army when it comes to marching and fighting for the common good. And we pause at Thanksgiving time, conscious of the omnipotence of a common Father who would that His children would have only cause for thanks.

CUNA IN THE FIELD

By DORA MAXWELL

A Week in New Hampshire

THERE ARE twelve or thirteen credit unions in New Hampshire running the whole gamut in variety, large and small, industrial, rural and parish. New Hampshire, a microcosm of the national picture.

Manchester

National Director Hurley is Treasurer of the Telephone Workers Credit Union as well as President of the State League. After spending half a day with him in Manchester it can honestly be said that his credit union is giving the maximum of service to its members. They do everything from helping people to establish families to settling their problems and difficulties. Do you have a lot of bills accumulated—go see Hurley. Have you been transferred and need someone to take care of things for you back home—see the credit union, that's its job, to help you. Is it too expensive for you to carry a personal checking account—well, the credit union has a check book and it's your credit union so the check book belongs to you too. This is Hurley's philosophy and our hats should be off to him for the fine job he is doing.

Portsmouth

Portsmouth, where the Squalus sank, is the home of Mr. Long, one of the directors of the Telephone credit union and state chairman of the Filene Memorial Campaign. A little visit with him was most profitable and he says New Hampshire is going to raise its quota for the Filene Memorial. And if Mr. Long says so, it's as good as in the bank.

The Navy Yard employees have a credit union at Portsmouth. Trying to get the doorkeeper (what *do* they call that man with a gun who keeps you out of places?) at the Navy Yard made me feel like an international spy, only I guess I wasn't alluring enough because I didn't get in. But I did meet the newly elected Treasurer, Mrs. Laure Maynard, who was surrounded by mountains of deposit slips which is as it should be. Mrs. Maynard's husband has the distinction (aside from being the husband of a credit union treasurer) of being one of the charter members of the Newport Credit Union. Portsmouth is fortunate in having him as a member of the Supervisory Committee and Newport provides them with a worth while mark to shoot at.

Berlin

St. Anne's FCU at Berlin hasn't really gotten started as yet but there is an opportunity here for real service and the officers seem earnest and anxious to get going.

Enroute

On the way down to the Lincoln FCU I came through the Franconia Notch and

passed the Old Man on the Mountain. At least, the picture postcards say he's there. I couldn't know because he's been shrouded in the deepest mist the three times I've passed by. It rained most of my week up in New Hampshire but there were two hours of sunset glory behind the Presidential Range that will stay with me always as one of the lasting compensations for a difficult and tiring job.

Lincoln

Wilfred Parent is President of the Lincoln FCU, a thriving rural group—small, but growing steadily, and using its resources to the utmost—which is the most that can be said of any credit union, no matter what its size. This credit union needs more money to meet its loan demand and we are going to see that they get it—thereby helping some credit union that has too much. That's cooperation—help someone else and discover that by doing so you are helping yourself.

Join CUNA Staff and Learn About the Police

As a female child I never dreamed about growing up to be a cop—although times have changed and it's a legitimate enough dream for girls in pigtailed nowadays. My acquaintance with the police was definitely limited but I've learned a lot about them since I became a credit union organizer and my respect for them and their function in society increases with each new contact.

To be sure, I was a little disturbed one night when a policeman, relaxing while I was organizing a credit union, leaned too far back in his chair and dropped his gun on the floor. Nor was I too comfortable when later in the evening I was whizzed through town in a police wagon so I wouldn't miss the last train.

Several weeks ago—I'm really ashamed to admit this—I was stopped by one of New Jersey's finest for speeding. When he saw the CUNA registration for the car he became interested and asked me what it was all about. Such an opportunity for a credit union organizer! P.S.—I didn't get the ticket but the New Jersey State Police are well on their way to getting a credit union.

The Departed Purse

Up in New Hampshire last week I lost my purse—no money, forty miles from my last call, fifty miles to the hotel where my bag was, two gallons of gas and no pocketbook. But no credit union person is really lost anywhere. My two gallons of gas got me to Concord where we have the First Farm Bureau Credit Union, where they gave me \$20 and incidentally made arrangements for me to come back for a series of Farm Bureau meetings in November.

Thursday I lost my purse in New

American Bankers Association Comment Favorably on Credit Unions

RECENT issue of the "Toledo Business" which is the official publication of the Toledo Chamber of Commerce, carried a two-page article, with pictures, by Mr. W. Espey Albig, Deputy Manager of the American Bankers Association, entitled "Wherefore of Credit Unions."

In part Mr. Albig said: "The credit union in the United States developed originally because of the high charges for consumer credit and its inadequacy. Mutual savings banks on the eastern seaboard, state chartered banks and mutual savings and loan associations all over the country had been organized to supply credit for home building or ownership, producer credit, at a comparatively low rate, but no similar agency had come into being for consumer credit."

"The lack of consumer credit institutions existed because of a deep-rooted belief, *not entirely eradicated to this day*, that the extension of consumer credit to persons not necessarily owning property tended to demoralization and lack of discipline on the part of the persons receiving it." (Ed. The italics are ours.)

* * *

"A lot of mistakes that are charged to experience should be charged to stupidity."—*Through the Meshes*.

Hampshire. Friday the New York police reported at my home that the purse had been found by J. W. Kane of Antrim, N. H., with \$54.20 in it and, please, where should they send it. I haven't yet figured out how I lost that purse, I didn't even know I was passing through Antrim—no credit union there—but Mr. Kane is our kind of folks and some day we'll be back to thank him in person. Bless Mr. Kane and the police. Long may they wave.

The Power of \$54.20

Nearly losing that \$54.20 got me to thinking of what could have been done with that money. It would more than have paid for that nifty outfit I walked by so sternly the other day; it would have paid the rent; it would have bought food and shelter for many days for some war refugee; it would have bought—oh, endless things.

I got to thinking that \$54.20 was a powerful lot of money to lose—but even more to have. And do you realize that in the credit union movement we now have an average saving of about \$50 which is considerably higher than the average saving for the whole country? It is true that an average of \$50 is not good enough but it's more than we would have had without the credit union and it's the first step forward toward a little economic security in the here and now. We have climbed the first step, the rest of them come easier.

Thanksgiving for Our Heritage

THE CONTINUAL maintenance of the spirit, intent and influence of the wisdom contained in the first Thanksgiving Proclamation by President George Washington should always be our guiding inspiration. The Proclamation:

"Whereas it is the duty of all nations to acknowledge the providence of Almighty God, to obey his will, to be grateful for his benefits, and humbly to implore his protection and favor; and whereas both Houses of Congress have, by their joint Committee, requested me to recommend to the people of the United States a day of Public Thanksgiving and Prayer, to be observed by acknowledging with grateful hearts the many and signal favors of Almighty God, especially by affording them an opportunity peaceably to establish a form of government for their safety and happiness;"

"Now therefore, I do recommend and assign Thursday, the twenty-sixth day of November next, to be devoted by the people of these States to the service of that great and glorious Being, who is the Beneficent Author of all the good that was, that is, or that will be; that we may then all unite in rendering unto him our sincere and

humble thanks for his kind care and protection of the people of this country, previous to their becoming a nation; for the signal and manifold mercies, and the favorable interpositions of his providence, in the course and conclusion of the late war; for the great degree of tranquility, union, and plenty, which we have since enjoyed; for the peaceable and rational manner in which we have been enabled to establish Constitutions of Government for our safety and happiness, and particularly the national one now lately instituted; for the civil and religious liberty with which we are blessed, and the means we have of acquiring and diffusing useful knowledge; and, in general, for all the great and various favors, which He has been pleased to confer upon us."

"And, also, that we may then unite in most humbly offering our prayers and supplications to the great Lord and Ruler of Nations, and beseech him to pardon our national and other transgressions; to enable us all, whether in public or private stations, to perform our several and relative duties properly and punctually; to render our National Government a blessing to all the people, by con-

stantly being a government of wise, just, and constitutional laws, discreetly and faithfully executed and obeyed; to protect and guide all sovereigns and nations (especially such as have shown kindness to us), and to bless them with good governments, peace and concord; to promote the knowledge and practice of true religion and virtue, and the increase of science, among them and us; and, generally, to grant unto all mankind such a degree of temporal prosperity as He alone knows to be best."

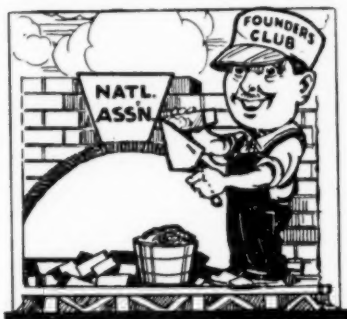
SOMETHING TO BE THANKFUL FOR

I'm glad that I am not today
A chicken or a goose,
Or any other sort of bird
That is of any use.

I'd rather be a little girl,
Although 'tis very true,
The things I do not like at all,
I'm often made to do.

I rather eat some turkey than
To be one, thick and fat,
And so, with all my heart, today,
I'll thankful be for that.

—Clara J. Denton.



FOUNDER'S CLUB

BECAUSE THE Founder's Club is beginning to assume commanding proportions in the planning of the future of the credit union movement, we shall resume this Department, discontinued in the BRIDGE many months ago because of lack of space.

And the Founder's Club is becoming important as it is increasingly realized that we must get on more rapidly with the credit union development. At our National headquarters city there are 53 credit unions although the city has less than 70,000 population. Further Madison is not a typical credit union city; it has the State University and the State Capitol and, otherwise, no considerable number of major industries. If, however, there were as many credit unions in proportion in the United States as there are in Madison, the total would be close to 100,000. With 8200 credit unions in the United States, our organization job is about 8% completed!

How are we going to get into the mass production of credit unions, the great dream of our Founder, Edward A. Filene, but which dream he did not live long enough to see come true?

The Founder's Club supplies a clue.

This Club was organized at the suggestion of Mr. Filene just about eleven years ago—October 27, 1928. Mr. Filene had card number 1 and we have his original card and badge along with other very valuable memorabilia of Mr. Filene which will have a very honorable place in Filene House when it is built.

Membership in the Club is predicated on two things: (1) that the applicant shall be a member of a credit union and (2) that he shall, of his own initiative organize at least one new credit union. Some of the members, who are not even employees of State Leagues or the National Association, have done much better than that, Henry Uken of Davenport, for example, Member No. 233, having between twenty and thirty credit unions to his credit.

The experience of the Founder's Club proves beyond doubt that there are many credit union members who desire to make the major contribution to the credit union movement which results from the organization of new credit unions.

We have over two and a quarter million men and women enrolled in the credit

union, a small army of whom could be enlisted in a progressive program of credit union organization.

Present high number in the Club (our most recent recruit as of October 12) is M. E. Meyers of the Sixth Avenue Credit Union of New York City who assisted to organize recently, the Greater New York Taxpayers Employees FCU. We have been receiving some applications lately. Mr. Meyers' number is No. 447; just prior to that John P. Check of Cleveland, Ohio (446), Garland E. Webster of Richmond, Virginia (445) and Mary Vogelpohl (444) of St. Louis, Missouri, were admitted to membership.

In a recent report to the members of the National Board our Managing Director pointed out that our biggest job is to get on with the credit union organization program and proposed the organization of a group of 500 volunteer credit union organizers in the United States, to be known as the CUNA LEGION, pledged to the organization of a minimum of one credit union a month or twelve a year. The details of this interesting proposal will be contained in the next BRIDGE. Obviously we have in mind that membership in this new and most vitally important credit union organization will be opened first to the 447 members of the Founder's Club. Watch out for all the details next month!

In the December issue we shall also show how the membership of the Founder's Club is subdivided by States.

Ray H. Augur

Founder.

YOUR DOLLAR TO-DAY BUILDS FILENE HOUSE TO-MORROW

MEMORIAL CELEBRATION

The October issue of the *BRIDGE* discussed briefly the plan of our National Committee for the observance of Filene Month during the general period of two months ending November 1st. As this article is being prepared, the credit unions and chapters are giving suitable expression to this annual observance which through the years is to have increasing significance in our national movement. Though this has been our first organized effort along this line, real progress has been made.

Five very successful chapter meetings were held in Pennsylvania during the week of September 25th. These were addressed by our National Managing Director, Roy F. Bergengren. The Cleveland Chapter held a dinner on September 20th which was attended by more than 450 credit union members from that area. This meeting was addressed by Henry S. Brainard, Law Director of the City of Cleveland, and by Claude R. Orchard, Director of the Federal Credit Union Section. Effective memorial meetings were also held in other chapters.

Circularization of the Credit Unions

One of the most important steps in the observance of Filene Month was the circularization of all of the credit unions of the country. A letter was sent to each one of the more than 8,200 credit unions of the country together with two folders, one telling of the plans for the celebration of Filene Month and the other describing the program of the campaign and the plans already in use by credit unions for securing contributions. These letters reached nearly all of the credit unions by September 26th, the anniversary of Mr. Filene's death. The letter requested the treasurer to present the matter to the Board of Directors as soon as possible and particularly urged the Board to make a special gift to the Filene Fund in the sum of \$12.00 to be raised by a card party, dance, or from the personal contributions of the directors and committee members. Letters and folders were also sent to all of the National Directors, state chairmen, and to league and chapter presidents.

This is one of the few times our National Association has made a direct appeal to the credit unions of the country for their help in any joint undertaking affecting our common welfare. We have been anxious, however, that every organization know first hand of the purpose and program of this campaign.

With October only half gone, it is too early to forecast the extent of participation by credit unions or the amount which will probably be paid in as the result of this special appeal. One thing is certain, however, that if the sentiment expressed in the numerous letters which have come in, is any indication of the general feeling of the credit unions of the country, the letters and pamphlets have been received and acted upon in a very friendly and cooperative spirit. Without exception, they indicate that the credit unions want this campaign to succeed and desire to do their full part.

This feeling was well expressed in a let-

ter received recently from Dora Maxwell, the New England Representative of our Organization and Contact Department. She states as follows:

"My very definite impression this fall is that the Filene Memorial Drive is really picking up. There seems to be a determination everywhere for people to do their share, at least. You would be very heartened, I am sure, if you could go around as I am, here and there, and everywhere finding that people are putting their shoulders to the wheel on this."

The Armour Berkeley Street Credit Union of Boston, Massachusetts writes as follows enclosing its check for \$12.00.

"The directors of our Credit Union are all very much interested in this movement and intend to bring the matter up at a meeting of the members, at which time we may be able to successfully raise a larger amount of money to donate toward this memorial."

The directors of the Atlanta Postal Employees Credit Union at their meeting on September 26th, voted to make a special gift of appreciation for all Mr. Filene had done for credit unions. The result of this action was the sending of a check for \$135.00 for the Filene Memorial Fund. The fine spirit of this credit union is typical of many others. The following credit unions have also made special gifts to the Fund:

Rochester Postal Employees Credit Union
Nycro Credit Union, Chicago, Illinois
National Malleable & Steel Castings Credit Union, Cleveland, Ohio
M. M. Employees Federal Credit Union No. 2211, Missoula, Montana
Square D Credit Union, Milwaukee, Wisconsin
Bruce Credit Union, Milwaukee, Wisconsin
Mongstus Credit Union, Herzfeld's, Kansas City, Missouri
Salt Lake City R. R. Transportation Employees Federal Credit Union
N.F.F.E. No. 446 Credit Union, Davenport, Iowa
Water & Light Credit Union, Inc., Kansas City, Kansas
Norwood School Employees Credit Union, Norwood, Massachusetts
Cowditz County Credit Union, Kelso, Washington
Brewery Workers Credit Union, Milwaukee, Wisconsin
Pine State Creamery Co., Raleigh, North Carolina
Tucson Credit Union, Tucson, Arizona
Campus Federal Credit Union, University Louisiana
Omaha Post Office Employees Cooperative Credit Assoc.
Denver Postal Credit Union
Noble County Farm Bureau Credit Union, Albion, Indiana
Clover Leaf Creamery Employees Credit Union, Minneapolis, Minn.

Present Status of the Fund

As of August 15th, 1939, our Treasurer, Charles G. Hyland, reported total receipts of \$19,909.00. This was made up of 8,793 individual contributions totaling \$8,353.00 and 207 credit union contributions totaling \$11,555.00.

The report as of September 30, 1939 shows a considerable increase and the figures are as follows:

11,823 individual contributions	
totaling	\$10,558.00
308 credit union contributions	
totaling	\$15,505.00

This makes a total of \$26,063.00

RAVINGS ON SAVINGS

Some people sock money away in a mattress
Then dream of the things it will do,
But savings in bed are savings plumb dead,
They'll never have dividends accrue.

Some thrifties tuck shekels away in their shoes,
Finer methods of saving, they scorn,
The most that they'll get, if they stand or they sit
Is a pain in their dog-goned pet corn!

Wise folks "CREDIT UNION" their dollars and cents
Whenever they're paid their week's wage,
Their funds really grow to proportions that show
Their money increases with age!

—Miss Lucy Joan Torrell.

Sears Buffalo Employees Fed. C. U.
(Thanks—Ed.)

"And as ye would that men should do to you, do ye also to them likewise."—
St. Luke 6-81.

In addition there remains available for the purchase of the site the sum of \$15,000.00 raised by the credit unions and citizens of Madison, Wisconsin. The grand total as of September 30th is therefore \$41,063.00.

Two very fine gifts have recently been made to the Memorial Fund, one from the Courier Journal and Times Credit Union of Louisville, Kentucky in the sum of \$845.00 and one from the Chicago Municipal Employees Credit Union for \$500.00. These are not included in the grand total previously given. We know that in addition a considerable amount has been received by state and chapter chairmen and is in the process of being forwarded to headquarters. These amounts together with the special contributions which will be made during Filene Month will enable us to report a much larger total in the December issue of the *BRIDGE*.

We urge credit unions which have not completed their campaign to make the presentation of the Filene Memorial Campaign one of the important items of business for their annual meeting. The need for education and explanation about the enterprise still exists in many organizations.

The evidence is increasing that credit union members and boards of directors wish to support this campaign when they understand it. This is shown by the number of contributions already made and particularly by the average amount of the individual contribution which is 89c.

Our National Association and its affiliates will very shortly move into a factory building, not at all well suited to their needs. An adequate and properly arranged headquarters building is an absolute necessity.

Filene House is the answer to this need. It can and will be erected. The loyalty and cooperation of our credit unions and their members will guarantee that.

NATIONAL FILENE MEMORIAL COMMITTEE,

CLAUDE E. CLARKE,
Chairman.



NEWS OF STATE LEAGUES

"Replacing the best with something better—that is the keynote of progress"—Edward A. Filene.

KANSAS

By G. R. HANSON

Chapter Meets in K. C.

The Wyandotte Co. Chapter held a fine meeting in Kansas City, Sept. 12th, at the City Hall Auditorium.

Mr. H. L. Peterson presented the Federal film strip on Educational Committees. About fifty people were present.

The chapter plans a dance and party in November. Last year it sold around 900 tickets and made a donation of \$100.00 to the Filene Memorial out of the proceeds. A grand prize of a \$50.00 radio was given and also small prizes donated by the credit unions and their friends. The party this year will be run on a similar basis.

DOIG ADVOCATES LIBERAL CREDIT UNION LENDING Kansas League Meets in Topeka; Board to Confer Today

Every year approximately \$1,250,000,000 is paid by citizens of the United States as interest on their personal loans at rates averaging 100 per cent and none less than 24 per cent per annum, Thomas Doig, of Madison, Wis., assistant managing director of the Credit Union National Association, told 125 officials and members of unions of the Kansas Credit Union League last night at a dinner in the Kansas Hotel roof garden. The dinner, at which Doig was the principal speaker, was a feature of the midyear meeting yesterday and this morning of the board of directors of the league.

The aim of credit unions is to abolish usury, Doig stated, urging Kansas unions to liberalize their lending policies.

Encourages Activities

Among other guests were Elwood M. Brooks, state bank commissioner, and V. A. Weigel, assistant bank commissioner. Brooks spoke briefly, encouraging the credit union members to expand their activities in Kansas.

William A. Tinker, assistant postmaster of Topeka, was toastmaster.

Eight new credit unions have been organized in the state since March and six of these have applied for membership in the Kansas league. E. P. Daniels, of Topeka, told the league board of directors at the opening meeting yesterday afternoon in the Kansan. One of those applying was that organized by Topeka city firemen, with approximately seventy members. Admission of the six brings the total number of unions in the league, which was organized in 1935, to seventy-four, Daniels stated. There are ninety-seven credit

REGRET

Lack of space compelled us to "cut" down several of the contributions to League News Section. Our sincere regrets.

unions in the state, with a membership of approximately 15,000. The first was organized in 1929.

Board Meeting

Among other distinguished guests introduced were G. F. Hillebrandt, managing director of the Missouri Credit Union League, and J. Orrin Shipe, superintendent of the Midwestern district of the Credit Union National Association.

The Rev. M. Ray McKay, pastor of the First Baptist Church, offered the invocation.

The afternoon business meeting, over which Daniels presided, appointed three committees. One will investigate a proposal to divide the state into districts and will report at the next meeting. Another will work out a budget for the state organization. An auditing committee was the other appointed.

Eight Unions in Topeka

E. P. Schowalter, president of the Wyandotte County chapter of the league and chairman of the Filene Memorial campaign, reported that at the last counting the Kansas League ranked fifth in the country in total contributions to the memorial fund. The national association is carrying on a campaign to finance the erection of a headquarters office building in Madison, through small contributions by the approximately 2,000,000 credit union members in the United States, as a memorial to the late Edward Filene, merchant prince who introduced the credit union movement in this country.

There are approximately 8,200 credit unions in the nation.

Topeka has eight, with approximately 1,200 members. They were organized by and are composed of employees of the post office, the Santa Fe General Office Building, Capper Publications, Crosby Brothers, Pelletier's, the city fire department, the Home Owners' Loan Corporation, and the Rock Island Railroad.

Attending the meeting of directors yesterday, besides Daniels, Schowalter, Doig, Hillebrandt, and Shipe, were J. M. Mitchener, of Wichita, vice-president; G. R. Hanson, of Kansas City, Kan., secretary and managing director; M. V. Simpson, of Wichita, treasurer; J. E. Brock, of Dodge City, assistant managing director; M. F. Johnston, of Pittsburg; L. R. Prince, Har-

old N. Nichols, William Gillian, and W. G. Graham, of Kansas City, Kan., and Charles R. Wilkerson and W. H. Rathburn, of Topeka.

The above fine publicity appeared in the TOPEKA CAPITOL paper Sunday, Oct. 1st.



DISTRICT OF COLUMBIA

By A. W. THOMAS

Secured Loans vs.

Unsecured Loans

THE COLLAPSE of the Banking Structure in 1933 and resultant hardships to depositors, many of whom in their advanced years lost their life savings, apparently did not make much of an impression upon the proponents of a bill authorizing credit unions to make unsecured loans up to \$300.00, which was recently introduced in the House of Representatives in Washington.

Generally speaking, borrowers of money, whether from private banking institutions or credit unions, have a definite need for such funds, and, a capacity and sincere intent to make repayment when due, at the time the loan is made, and, statistics show that in the preponderance of cases their engagements are promptly kept, however, statistics also show losses due to nonpayment which proves the present system of loaning is not infallible to loss and that unforeseen circumstances may easily arise and which if unguarded against, might quite easily develop a loss ratio with most serious consequences to not only the loaning agency, but also its depositors whose funds it loans.

The Credit Union Movement, which has filled a long felt need among those of moderate incomes in a very superior manner to any method attempted by private capital, is without question one of the most commendable activities ever sponsored and it would be most regrettable if, just at this time when credit unions are on the threshold of an expansion that should place them in a very solid financial condition, legislation, that would prove of a most detrimental nature, should be enacted.

With some 7,900 active credit unions representing approximately 2,000,000 members, those responsible for their operations, should seek means of consolidating and strengthening their credit unions' position so as to attract more members and thus extend an invaluable service to greater numbers, rather than to countenance or support legislation which in the final analysis, if it becomes a law, will mark the decline of the Credit Union Movement.

If Private Banks with loans well collateralized with first mortgages and liquidable securities could not withstand the pressure eventually caused by the depression which started with the collapse of the security markets in 1929, how could a credit union with unsecured loans up to \$300.00 hope to do otherwise?

It is quite true certain automobile finance companies, small loan companies and so called "loan sharks" are now holding out enticing looking offers for loans to prospective borrowers in an apparent attempt to wean business away from credit unions, but these efforts should neither disturb credit unions nor cause them to waiver from the principles upon which founded and dedicated to serve.

Credit unions offer their members a higher rate of interest payable as dividends, and, as low a rate of interest on borrowings as is possible under present conditions. There is certainly no comparison with these rates and those payable or chargeable by private banking enterprises, therefore, credit unions should develop an educational campaign so that members and prospective members would have a better understanding of the invaluable service the credit unions are able to render.

Further, credit unions should now endeavor to consolidate their position and develop safety measures that will insure them against loss and thus protect depositors funds against loss in the event of another nationwide depression which unfortunately is not a remote possibility, but a very real probability unless there is a very marked change in the economic outlook.

One has but to read the weekly statements of economists and review bank statements showing probably the largest sums of idle monies in the nation's history to realize the timidity of those with money to release it for investment purposes.

The present Credit Union system of making only secured loans offers their members a form of protection that should not be discarded until some better medium has been devised. Of course, if a credit union has accumulated a surplus equal to its loan account which could be set up and carried as a contingency reserve against which losses could be charged that would offer members adequate security against the loss of their funds, otherwise, there should be no variation in the sound procedure that is being followed as a protection to investors (depositors) against loss.

It is with these thoughts in mind that the District of Columbia Credit Union League at the meeting of its members held on September 28, 1939, voted that this increase, if any, should not exceed \$100.00 on unsecured loans.

* * *

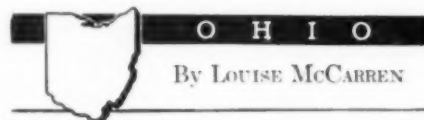
Annual Meeting

At the meeting of the members of the District of Columbia Credit Union League held on September 28, 1939, a resolution was introduced and was tabled until the next member meeting to be held during November that the District of Columbia change its annual meeting from two evening sessions, one being held in January and the other in March, to an all-day meeting to be held at a time set at the November meeting.

This resolution, presented by the Senate Employees Federal Credit Union, if

adopted, will do much to avoid the confusion of having to have the annual meeting in two separate meetings with a lapse of over sixty days between.

It is sincerely hoped that this resolution will be adopted and that the League may have its first annual meeting in an all day session with all League members attending and as many non-members as can possibly arrange to attend.



Filene Memorial Meeting at Cleveland

IN ORDER TO appropriately commemorate the memory of Edward A. Filene, the Cleveland chapter staged its annual Filene dinner on September 20th. Four hundred and sixty persons attended the dinner and meeting in order to pay tribute to Mr. Filene.

The dinner was held in the Spanish Room at the May Co., the home of the May Co. Employees Federal Credit Union.

Under the chairmanship of President Ted Buffington, assisted by his very able committee, the meeting was flawlessly planned and expertly conducted. Mr. Henry Brainard, substituting for Mayor Buton, was the principal speaker. As secretary to Mr. Newton D. Baker, Mr. Brainard, came in contact frequently with Mr. Filene and gave a very vivid and interesting account of Mr. Filene's personality. Claude R. Orchard of the Federal Credit Union Section spoke on the ideals of Mr. Filene. Harry F. Shifflette, substituting for Paul L. Selby, Chief of the Division of Securities, brought the greetings of the Division and of Mr. Selby to the meeting, and expressed their desire to continue their cooperation with the credit union movement. Mr. Luce of the Federal Section and Miss McCarren, Managing Director of the League spoke briefly.

Toledo Chapter Instituted Public Speaking Course

Under the leadership of Mr. B. W. Lang, treasurer of the A. P. Parts Federal Credit Union, the Toledo Chapter has instituted a public speaking course in order to enable officers and directors to better express themselves in their meetings, and better equip them to do volunteer organization work. The classes are held in a downtown high school one night a week. There is a \$3 charge for mimeograph lessons which are given out each week. Every member of the class must give a speech each week as well as listen to the principles of good speaking. By the demonstrations at the last chapter meeting, we know the class will be of much value.

At the September Chapter meeting, Mr. C. F. Caton of the Federal Section and Miss Louise McCarren, Managing Director answered questions dealing with the credit committee problems. Benny Beresman, hard worker of the chapter, announced definite plans for an intensive drive for the Filene Memorial Campaign. Al Hepp, president of the Toledo Federal Credit Union which serves officers and directors of the Toledo Area made an urgent appeal for funds.

Cincinnati Chapter Elects Officers for Coming Year

At the annual meeting of the Cincinnati Chapter, President T. R. Schott was unanimously elected to serve the chapter for the coming year. Ted had been elected in August to the presidency to fill the vacancy created by the resignation of John Withrow. Lois Elliott, who likewise had been elected in August, was unanimously elected to serve as secretary for the coming year. Paul Murphy of the H. O. L. C. Federal Credit Union was elected Vice President, and Fred Schwartz of Shillito Associates was elected Secretary.

The truth of the saying that great minds run in the same channel is proven, when it was announced that plans that had had been under consideration for the past few months were complete, and the Chapter was ready to announce a study club on parliamentary law and public speaking. Although different in detail, it is aimed to serve the same purpose as the Toledo Chapter Public Speaking Course. The Cincinnati group will meet each Monday night, with a dinner meeting preceding the chapter meetings. The same text books as those used by the Toledo Chapter, that is Borden's and Carnegie's books, also Robert's Rules of Order, are to be used. John Withrow a graduate of Dale Carnegie's course and former Instructor is to be chairman of the study club. Anyone wishing to attend should contact Mr. Withrow or leave your name and telephone number at the League office.

Robert Platter of the League was the principal speaker. He chose as his subject "My conception of the Chapter." He outlined the importance of the chapter in the organized credit union movement. He outlined the importance of the chapter in the organized credit union movement.

Columbus Chapter Meeting

The fact that the Kroger Grocery & Baking Company at Columbus knows how to make good cakes will be attested by the 75 credit union leaders who attend the September meeting of the Columbus Chapter, as all were given a box of cakes to take home with them. Free cokes, coffee, ice cream and cakes was the menu for the body, while the question of the "perpetual borrower" was the menu for the mind. A round table discussion was held, ably led by Carl Burnett, treasurer of KEMBA Columbus Credit Union. Mr. Byron Redman, branch manager spoke briefly to the group, and everybody felt quite at home after hearing Mr. Redman.

Two New Credit Unions Result of Summit County Chapter Meeting

Credit union leaders in Summit County have been on the job and brought visitors to the September chapter meeting. Marcel Reyman of the Atlantic Foundry attended the meeting, and before it was over a date was set to organize a credit union among his fellow employees. About eight men from the Holy Name Society of St. Augustine's Parish in Barberton also attended and since that time Vance Riley has succeeded in writing up the papers and a federal charter has been issued to serve the members of the Parish.

Mr. Tuscanardi of the Ohio Match Co., accompanied Mr. Wolford of the Ohio Injector F. C. U., and we feel sure a credit

union will result. Pres. Ray Nunninger presided over the meeting. Miss McCarren spoke on the credit union movement as Mr. Filene saw it. The meeting held in the club rooms of the Ohio Bell Telephone was attended by about fifty people.

Mahoning Valley Chapter Starts Fall Program

After vacationing from chapter meetings during July and August, the Ohio Bell Group again played hosts to the chapter meeting. Robert Platter representing the League spoke to the leaders about the Filene Memorial and the necessity for a sustained constructive chapter program.

President Robert Weller solicited the cooperation of all leaders to make this the outstanding chapter year in the Mahoning Valley.

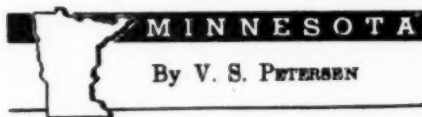
Miami Valley Chapter Meets

About fifty persons answered the roll call of Secretary Eleanor Stebel at the regular September meeting. The death of "Zip" Wolverton, chapter representative of the League board caused the loss of a valuable member to the Miami Valley Chapter. Everyone present was happy to have his widow, Mrs. Wolverton, at the meeting. We hope she will continue to come. Mr. James Thrasher of the International Harvester Credit Union was elected to fill the vacancy created by Zip's death. A discussion was held on bookkeeping forms and procedure. President Chas. Mudge adjourned the meeting at 10:00 P. M.

A Tribute

"I'd like to have my fellow workers think that much of me!"

That was my own most sincere wish when I was at the Tool Steel Gear and Pinion Company the other day. The occasion was the birthday of "Credit Union Robbie" as Gorman Robinson is known among his fellow employees. Robbie has done so much for the men in his shop by his untiring and very successful efforts to run as nearly perfect a credit union as possible, that the members wanted to tell him they appreciated it. So on the occasion of his birthday Mr. Swatelle had a cake made in the company lunch room, and as everybody was seated in the shop eating lunch, the beautiful three tier cake with many candles (how many we don't know exactly) was ushered in. Ruby Allen lead the group in singing "Happy Birthday." I was given the honor of helping Robbie cut the cake! and then when he got home, he found that over two hundred cards saying happy birthday had been sent to his home! I repeat, "I'd like to have my fellows think that much of me."—*Louise McCarren.*



City and County Employees Credit Union Employs Full Time Treasurer

[George was elected Director of the CUNA Mutual Society September 3rd to fill vacancy created by resignation of Earl Rentfro from that Board. George is "tops."—Editor.]

George F. Feller has resigned a position as Parks and Playgrounds Department accountant to take the job of full time Sec-

Miss McCarren had a splendid write-up on how the folks of the north-east tip of Maine are working themselves out of economic servitude. Due to lack of room in this issue will print this story next month.

retary-Treasurer for the City and County Employees Credit Union of St. Paul, it was announced by Frank E. Hoffman, President of the Credit Union.

Chartered under the State Banking Department, it serves city and county employee members and can make character, chattel and real estate loans to them.

George, as he is commonly known to all the employees of the City and County, has watched the credit union develop from a few dollars in assets at the time it was organized in 1928 to its present position of \$610,000 in assets. The extensive activities of this organization now require the services of three full time employees in addition to Mr. Feller's services.



GEO. F. FELLER

Mr. Feller was elected a director of the Minnesota League of Credit Unions Board when it was organized in 1930 and he has served on that Board continually since that time. He was chosen President of the Board and served four terms.

Elected as one of the First Directors to the Credit Union National Association in 1935, he served one term and assisted in its development and growth. He is now a director of Cuna Mutual Society.

At the Board Meeting at which the contract employing George Feller to manage the affairs of the City and County Employees Credit Union for a term of 15 years was entered into, President Hoffman expressed the attitude of the board in these words. "Growth of our Association is due primarily to the earnest and sincere efforts of George Feller together with the whole hearted cooperation of all of its officers, directors and committee members. We are indeed fortunate in securing the full time services of a man who has so ably demonstrated his ability to unselfishly serve the best interests of his group."

A Friend Is Gone

On October 5, M. F. Cushman, Vice-President of the Minnesota League of Credit Unions died suddenly as a result of a heart attack, aggravated by bronchial pneumonia. Born on October 2, 1882, his death at the age of 57 came as a surprise to most of his friends, as it was thought that he was recovering very nicely. Mr. Cushman had made a host of friends as President of the Soo Line Credit Union,

and in his other many activities. He was a leader in the Christmas Cheer Fund in the Soo Line Shops, and helped to raise money for this each year. He was very active in chapter work, and was on the Chapter Committee of the League. "Cush," as he was known, was always on hand to help when help was needed, and added cheer to many meetings with the stories which he told so well. He was active in many other organizations. He has been on the Board of the Minnesota League since 1935, and has been Vice-President and on the Executive Board since our Annual Meeting in April. Mr. Cushman will be missed by many.



Personalities

Our new director filling the vacancy left by the death of Mr. Cushman is R. E. Archer, also of the Soo Line Credit Union. He has been active in Credit Union work before, and is an officer of the Soo Line Credit Union and on the Credit Committee of the League Credit Union. Everyone likes Dick, as is shown by the unanimous vote which he received from the League Board.

George is active again! George Feller has accepted the position of full time Treasurer of the City and County Employees Credit Union. After a period of rest George is back in the harness of credit union activity. He was recently elected to the Cuna Mutual Board, and at our last Board Meeting of the Minnesota League, he was elected Vice-President. We knew that it wouldn't be possible to "keep a good man down."



Meetings

Mr. Claud Orchard, Director of the Credit Union Section of the Farm Credit Administration was the speaker at three meetings in Minnesota. These meetings, held at Austin, Cambridge and Duluth, were very successful. Mr. Orchard has a very interesting set of charts showing the progress of Federal Credit Unions, which he uses as an outline for his speech. Seeing these charts helps one to grasp the facts and figures which he uses as illustrations to show the growth of credit unions, and helps to promote discussion. The League office is making up similar charts, using figures from the credit unions in Minnesota.

The Minneapolis and St. Paul Chapter Meetings were held at the League Office in St. Paul. Mr. Horace Hanson, Assistant County Attorney, told of the Housing Project which a number of St. Paul people have started. The League Credit Union has agreed to finance 20 houses under the FHA insured mortgage plan.

The first meeting of the Midwest District was held at Des Moines October 7 and 8. A number of the board members and other credit union people from Minnesota attended this meeting. Those who attended were: N. J. Pelletier, Morton Lake, H. L. Loughrey, M. Andrew Olsen, R. G. Barta, Lloyd Luchsinger, Dr. Solem, George Jacobson, E. G. Fritter, H. Strandskov and V. S. Petersen. This meeting was a great success and the delegation from Minnesota felt that it was a step in the right direction toward an actively democratic organization.



TEXAS

By DR. R. L. CONROD



Granville W. Elder

A former part-time managing-director of the Texas Credit Union League, Granville W. Elder, secretary-treasurer of the Houston Postal Credit Union, stresses the urge for all credit union officers and directors of Texas to give the fullest cooperation to W. J. Edmonston, new full-time managing-director, in his movement of developing credit union work in the Lone Star State.

Excerpts of Elder's message to his fellow Texas workers follow:

"Having served the League as part-time Managing Director for several years and up until last month, I feel qualified to state that the job of Managing Director is a really difficult assignment. . . . This responsibility—CREDIT UNION DEVELOPMENT AND PROGRESS—is divided equally between the managing director and the credit unions. The cooperation he receives from them governs what success he may achieve in his work.

Credit union people are too prone to ask 'what do we get out of joining the League in dollars and cents?' before considering what they already owe the League and CUNA in dollars and cents. It can be answered by showing that many dollars and cents are saved by affiliation, as well as many other benefits which can not be bought but are given to the members without cost of any kind, except hard work on the part of all of us who are trying to be of assistance.

Your League during the past three years has changed the State Law to exempt credit unions from paying the Franchise Tax, a burdensome tax particularly to the large credit unions; and again this year amended the State Law to more nearly conform with the Federal Credit Union Act and even greater advantages; and the League successfully prevented certain city governments from imposing Personal Property taxes on credit unions operating in those cities. These are some of the things offered members that would cost a great deal of money if they had to buy them.

Texas Ranks Third in Number of FCU

Although its state league was the fifteenth to employ a full-time managing director, Texas today ranks third in the United States in the number of Federal Credit Unions and tenth in the nation in the total number of unions, a report of W. J. Edmonston, managing director, stated this month.

Recognizing the value of credit unions, the petroleum industry leads all other forms of industry in total union organizations among its employees with fifty such orders. Of this total number the Humble Oil Company has ten, the Magnolia Petroleum ten, and the Texas Company eight.

Federal Government employees are second as a group with 37 unions. Following in the order named are the railroad employees with 25, the teachers with 25, department stores with 16 and municipal employees with 10. Groups with from one to ten unions are the: telephone, telegraph, packers, public utilities, rural communities, hotels, newspapers, insurance companies, cleaners and laundries, printers, labor unions, fraternal organizations, churches, manufacturers, produce houses, bakeries, and many others.

Statistical estimates of the credit union work in Texas through September 1, 1939, show there are approximately: 300 credit unions in the state with 70,000 members, total assets exceeding \$7,000,000.00, total shares exceeding \$3,000,000.00, total amount to be loaned in 1939 surpassing \$12,000,000.00, average savings per member amounting to \$85, and total interest income for 1939 figuring more than \$500,000.00.

TOM DOIG VISITS THE LONE STAR STATE

At least one-third of the credit unions in Texas were represented at the five Chapter meetings recently held in Texas.

Mr. Thomas W. Doig (Tom to you), came to our State to assist in building our League by means of a series of educational meetings with leading chapter groups. He made five inspiring addresses which he confined to the history and philosophy of the credit union movement. He spent ten eventful days in our midst, and left behind five hundred credit unionists who believe more strongly than ever before in the possibilities for doing good through our credit unions and their state and national organizations. These folk have been bitten by the bug of enthusiasm that Tom always takes with him wherever he goes.

At Fort Worth

The opening gun of his tour was fired in Fort Worth, where five years ago Tom first came to Texas to organize the League. The attendance was 115 persons from 18 local credit unions. Among those present were Mr. Charley Eikel of CUNA; Mr. V. S. Judson, League President; and Mr. Wallace Eddings, Chapter President. The program was sponsored by the Fort Worth Postal Credit Union of which Mr. Harry Lee was the chairman of arrangements. It consisted of several musical numbers, readings, and dances. This meeting was preceded by a very fine dinner served in the tea room of W. C. Stripling Co., department store, whose employees operate

a very successful credit union. Guest prizes were awarded by the Rock Island Lines, W. C. Stripling Co., and Wm. Monig Dry Goods Co. All of these firms cooperate with their employees by encouraging their own respective credit unions.

At Dallas

Next came Dallas where the attendance prize must be awarded, thanks to the efforts of the Dallas Municipal Employees Credit Union, who were the hosts. Their treasurer, Mr. Judson, really displayed his ability to get the job done, because 190 persons were present, representing 33 local credit unions and two from out of town. The Secretary-Treasurer of the League, Mr. C. W. Thomas and his wife, had travelled 100 miles to attend the meeting. Mr. Thomas' credit union, the United, from Tyler, also furnished the beautiful roses which decorated the tables in the Coffee Shop of the Hotel Adolphus, where the dinner was served. Tyler, you may know, is the Rose Capital of America. Each year a Rose Festival in the city attracts nationwide publicity. Another group headed by Mr. Wallace of Waco, had come 100 miles to attend.

This program was featured by music, "Swing and String," by the WRR Municipal radio station orchestra. Among the outstanding credit union guests were Mr. Jimmy Dacus, formerly of CUNA medical research; Mr. Paul Mills, Federal Credit Union representative; A. Borofsky, League director, and a walking, talking example of the credit union spirit; and Mr. R. S. Brown, chapter president. Andy de Marcillac, the President of the Hotel Adolphus Federal Credit Union, exerted every effort to make the guests enjoy their dinner, and to aid them in remaining comfortable during the meeting.

At Houston

Houston, the largest city in Texas and second largest port in the United States, held its meeting in the beautiful Spanish Dining Room of the Lamar Hotel. Mr. H. A. Davis was the chairman of the arrangements, while Mr. W. D. Culbreath, president of the Gulf Coast Credit Union Association, was master of ceremonies. Mr. Jos. A. Collerain, League Director and Past President was one of the outstanding guests. Other credit union notables were: Mr. C. H. Sherman, former League Director; Mr. Robert Hanscome, Federal Credit Union representative, with Mrs. Hanscome; and Mr. C. T. Bergeron, Pioneer of the credit union movement in Texas, formerly Managing Director of the League, and with the Federal Credit Union Section, and at present cashier of the Sinclair Employees Federal Credit Union. Some award should go to Mr. A. F. Mecklenburg, who headed a delegation of 14 members, of the Texas Gulf Sulphur Co.

At San Antonio

Who has not heard of San Antonio, the "Cradle of Texas Liberty," and the home of the Alamo, which lends its honored name to the Alamo Federal Credit Union, composed of postal employees who were the hosts of our dinner meeting. Mr. Adolph S. Anderson, a League Director, since its inception, the Dean of the Texas Credit Union League, and Chapter President, was the chairman.

In the Army Room of the famous Gunter Hotel, a Texas tradition, the dinner was delightfully served by hotel employees who are proud of their own credit union, less than a year old. Here again we found Paul Mills and V. S. Judson, who had driven 285 miles to be present. Mr. H. C. Buttrill and Mr. Jack Howison had come 80 miles from our State Capital City, Austin, where they operate a credit union among the office workers of the Texas Unemployment Compensation Commission, and the Texas State Employment Service. Ten credit unions provided the 40 guests at this meeting.

Beaumont

One of the finest hotels in the Southwest is the Hotel Beaumont. Located in the city of Beaumont, where oil was first discovered in Texas, and where the League will hold its annual meeting next January; this hotel will be our headquarters. It was in the Mirror Room that our final meeting was held. The program was augmented by several popular musical numbers rendered by an accordion trio led by Miss Kathryn Barton, a member of the Board of Directors of the Beaumont Municipal Employees Federal Credit Union. Mr. Bently Hahn was the Master of Ceremonies, while Mr. M. C. Deaton was Chairman of Arrangements. Four groups came 20 miles from Port Arthur, and among them was genial Sam Butler, League Director, and T. J. Ford, former League Director.

Conclusions

At each of these meetings, Mr. Doig made a splendid talk on the topic, "The Growth of the Credit Union Movement, and a Program for the Future." The audiences were unanimous in their praise of Tom's sincerity, grasp of the subject, and the enthusiasm he aroused.

What was the purpose of these meetings, you may ask. The answer to that question will be seen in the response by our Texas Credit unions in greater loyalty to our Chapters, State and National Organization by those already affiliated, by more new members, and by a better understanding of what we are attempting to accomplish.

Our Freshman Managing Director, W. J. Edmonston, was instrumental in obtaining Mr. Doig's consent to make this trip. He assisted in making the arrangements for each meeting, and accompanied Mr. Doig and Mr. Eikel during the ten-day tour, which began September 9, and extended until September 18.

There were other things to be done during this time. Ten meetings with Boards of Directors were held. Several checks for League dues were obtained. A number of prospective credit union groups were contacted, and one new credit union was organized.

Mr. Doig instructed Mr. Eikel to remain in Texas for at least two more weeks, to assist Mr. Edmonston in doing whatever was needed to help build the League.

Tom, we are glad you came, and want you to come again.

150 Members or Bust!

With a membership of 126 on September 25, the Texas Credit Union League may reach a total of 150 members before the close of the year, C. W. Thomas, secretary-treasurer, recently stated.

Supporting the TCUL

Dallas leads all other large Texas credit union cities in supporting the Texas Credit Union League. Out of the 50 credit unions in the North Texas city, 31 of the number are members of the TCUL which gives Dallas a membership percentage of 62, which is far above the state's average of 41.6.

The census, which was taken of Texas cities, with three or more credit unions each, actually placed Pampa as the number one town in the Lone Star State, with five of her seven credit unions being League members for a percentage of 71.

Out of the 305 credit unions in Texas, 127 have joined the Texas Credit Union League. Of the 247 unions in cities with three or more chapters, 113, or a percentage of 45.7, are League members.



MARYLAND

By AL. BOELLNER

SERVICE

VERY OFTEN our attention is drawn toward the fact that our Credit Unions are not a business but a service which is intended to help not only those who are thrifty and economical in the handling of their personal budgets, but also those who may have a poor credit rating by their own neglect and who find themselves at a climax in their lives where the immediate need of funds is of utmost importance. You probably all know of a situation of this type which may have happened in your own group. Needless to say, practically all of these cases are in some way alike. Take the case of the race-horse victim who didn't know how far to go with his betting. He tied himself up so far in debt that he was almost afraid to approach the Credit Union. However, with an attentive ear and an open heart, the Credit Union heard and considered his story from every angle and finally assisted this fellowmember to lift himself from the depths of despair. This Christian-like action of Maryland Credit Unions is making them the talk of the workingman's circle.

Churches

Churches, too, seeing the Credit Union light as pictured in the preceding paragraph, are making inquiries. One church, St. Louis of Clarksville, Md., has been performing the credit union service for its members for years, under the able leadership of their president, Mr. G. L. Gardiner. Other church groups are expected to follow the excellent example set by St. Louis Church because the inquiries are being followed closely by our Managing Director, Mr. J. D. Marquette.

Organization Work Increases

While this article is being written, Mr. J. D. Marquette is being assisted by Miss Dora Maxwell of the Credit Union National Association to answer inquiries about credit union organization and membership to the league, with which he has been overburdened lately.

League Membership High

We have noticed that some of the larger states boast of a membership of 70% of the Credit Unions in their State. Today,

here in Maryland, we boast of a membership of 77.6% and expect this figure to become higher momentarily.

Filene Memorial Fund

Contributions toward the Filene Memorial Fund are starting to pile in. Hutzler Employees, Calvert Distillery (non-member of League), Morningside Laundry Employees, Point Breeze, and the Baltimore Post Office Employees are heading the list and from all indications, Maryland will contribute more than their proportionate share. Annual Credit Union meetings this year will probably include a word about the Filene Memorial Fund Campaign and its result should be stupendous.

Well, here we are boasting again. We hope that the Credit Unions of Maryland will continue to provide us with astonishing accomplishments.



NEW YORK

By SIDNEY STAHL

Metropolitan Chapter

The Metropolitan District Chapter got off to a flying start at its opening meeting, on September 20th, at the Russell Sage Foundation. Over one hundred credit unionists attended and heard Milton Rygh, Assistant Director, Credit Union Section in Washington, who took for his subject "Will Credit Unions Endure." Following the address the meeting was opened to questions and answers which was the highlight of the evening. Copies of Mr. Rygh's address will be sent to all credit unions. Other guests included W. E. Allen, Henry Dickman, Henry Margolin and Alfred Jonas of the Credit Union Section. Our own William Reid, President of the National Association reported on a meeting of the Executive Committee of CUNA held at Madison on the Labor Day week-end.

Prior to the Chapter meeting, the Council met and elected the officers for the ensuing year. Irwin Levine, President, Central; Samuel Pines, Vice-President, Municipal; and Melvin Sherman, Secretary and Treasurer, Greater New York.

The past record of these men assures the Chapter of an aggressive and successful year. The following committees were also appointed:

Educational Committee

Peter C. Schwickrath, 395 Hudson St. FCU.

Aaron Edelson, Spring Valley.

Evelyn Knauff, N. Y. Long Lines Empl. FCU.

L. F. Peak, Grand Central Terminal Empl. FCU.

Jack J. Jackowitz, LOMTO.

Quiz Committee

William Strasser, Nassau Postal FCU.

Victor Orlando, Empirt Station Dept. FCU.

Anthony J. Klein, Jamaica Postal.

Hans Hartmann, 395 Hudson St. FCU.

Charles H. Lockner, Greenpoint.

Refreshments Committee

Otto Schuler.

Samuel Pines.

Melvin Sherman.

The red letter meeting will be held on November 15th. The program includes a

"Credit Union Quiz" with prizes to the winners of the contest and serving of refreshments. Further details will be sent to credit unions directly.

"Officers' Credit Unions"

There are three credit unions serving the officials of credit unions in this State. These credit unions were set up for Directors and Committee men of federal credit unions so that they would not have to resign from office when they required a loan in excess of their shares and also for officials coming from State chartered credit unions who desired to avail themselves of the services of another credit union. Some of the older State chartered credit unions sometimes find it necessary to limit investments of members because of surplus cash and the Officers' Credit Union is nothing more than another savings institution. Although the by-laws of the existing credit unions do not cover all the credit union officials in this State, steps are being taken to make this possible.

At the beginning of this year the credit unions reported as follows:

	Members	Shares
Capitol District Officers...	98	\$5,094
Greater New York	193	4,759
Western New York	99	7,760

We have not received any recent reports but understand that the Greater New York Federal Credit Union had approximately 300 members and \$10,000 in shares at the end of August.

The Presidents and Treasurers of these credit unions are:

Capitol District Officers—Clifford Monette, President; Anthony Lenz, Treasurer.

Greater New York—Dora Maxwell, President; Sidney Stahl, Treasurer.

Western New York—F. W. Rossdeutsch, President; E. J. Hartnett, Treasurer.

Up to Date Records Are Essential

Occasionally we hear the statement "The cost of our examination was too high. What shall we do?" It is rather difficult to make a reply to such an inquiry unless one is in possession of all the facts. We must also remember that each examiner has a different technique when making an audit. However, good credit union accounting requires the keeping of up to date records. Entries in the Journal and Cash Record should be made the day the transactions occur and posting to members' accounts should not be delayed beyond the following day. If any questions arise during this time they can be promptly settled while the details are still clear and thus future difficulties may be avoided.

Posting to the General Ledger should be made promptly at the end of the month. After posting the current monthly entries, the total balances of the members' share and loan accounts in the Individual Share and Loan Ledger should be checked against the respective General Ledger Control accounts. A bank reconciliation should then be prepared. The monthly Financial and Statistical Report may thus be prepared in time for consideration by the directors at their next monthly meeting. By preparing the monthly financial report promptly the members are enabled to keep up to date on the development of their credit union. Then, too, all directors and committeemen can thus know the ex-

act financial position of their credit union, as well as keep currently posted on its progress.

If your records are up to date and accurate, the examiners will find it unnecessary to waste time while the books are brought up to date or while minor details are cleared up. With accurate, up to date books, the examiners can be of greater service to credit unions at perhaps less cost.

A supervisory committee that is alive to its responsibilities can be invaluable to a credit union. Complete and prompt audits of the records at the end of each quarter is, of course, required, but an alert supervisory committee can do more than merely point out errors. In addition to seeing that the necessary errors are corrected, an active committee can offer constructive suggestions to improve operations. Thus supervisory committees can be of great help in assisting treasurers to work out a method of keeping books currently up to date.

Dues Revision Committee

All affiliated credit unions were circularized the early part of July requesting suggestions and recommendations for a basic charge of dues for the League. Many credit unions responded. However, a large majority of credit unions failed to answer the call. The Committee, headed by Otto Schuler, the Chairman, can only be guided by the desire and wishes of the constituent members of the organization. This is your organization and every credit union should be vitally interested because every credit union is affected.

The Committee will do its part in studying the subject and doing the necessary research work. Each credit union is expected to do its share by cooperating with them when requests are made for figures, etc.

If your credit union has not made a reply to the communication from this Committee, please see that this is taken care of.

The other members of the Committee are:

Frank Myers, Long Island City Postal F. C. U., Metropolitan District.

Raymond G. Beyers, Utica Police Dept. F. C. U., Utica District.

Fred C. Ewing, Schenectady Teachers, Schenectady District.

Evelyn Knauff, New York Long Lines Empl. F. C. U., Metropolitan District.

Alexander Chilk, Progressive, Metropolitan District.

Benjamin Lipson, Washington Minute Men, Rochester District.

Lest We Forget

The purposes of the League are:

To unite the credit unions in the State and nation for the furtherance of their mutual welfare.

To represent its members for their mutual benefit in every necessary and desirable way.

To furnish a forum through Chapters for the discussion of questions of mutual interest to credit unions.

To further the development of the credit union movement in the State and Nation.

To combat subversive propaganda and adverse legislation.

To prepare needed legislation to perfect the credit union laws.



WISCONSIN

By ALBERT KASTEN

State League Director's Meeting

The Board of Directors of the State League held their fall meeting in Milwaukee on September 23. Space does not allow us to give a detailed account of all that was accomplished; but all agreed that an exceptional amount of business was transacted.

President Al F. Sheeley opened with a short report of the activities of the League in general, and the Executive Committee in particular. The Treasurer presented a very comprehensive report showing the past expenditures and present financial condition. He was complimented on the thoroughness of this report. The Managing Director outlined a contemplated trip through the state, which was heartily endorsed by the directors. A very encouraging report was made by the standing committees and regional directors. According to these reports, the League made a steady advance in membership and goodwill and the plans laid down for the coming season offer a bright, successful future.

Green Bay has been ratified as the next convention city, with Robert C. Green as the General Chairman. The credit unions of Green Bay and vicinity are enthused and are already making plans to outdo Milwaukee, La Crosse, Wausau and Madison when credit unions converge on their fair city. We are looking forward, even at this early date, to the next convention.

Those elected to represent Wisconsin and serve as National Directors are W. A. Clark, Al F. Sheeley, N. T. Brice, Olaf Sorenson, and John Roop. Al F. Sheeley was also elected to serve as director of the Cuna Supply Cooperative. Wisconsin is to be congratulated and can be proud of the representation which we have on the National Board. We may be sure our interests will be well guarded at all times by these alert and capable representatives.

Mr. Al Fahrenkrug of Lakeview Credit Union, Neenah, was appointed to fill the vacancy of the late lamented H. J. Soule. Al is known by all his friends as capable, genial and energetic; and we expect great things from him from one eighth district!

VAL J. JACOBI,
Secretary.

* * *

John Colby, Managing Director of the State League, is making a trip through northern Wisconsin, speaking at chapter meetings and calling on credit unions.

John should have an interesting article on his travels for the next issue of the "NEWS."

* * *

INTRODUCING CREDIT UNION-ETTES

by Mabel Haas

The annual Report on the Conditions of Credit Unions of Wisconsin is a very interesting book. Why, it's a veritable gold mine of information. Think of it, all the credit unions in the state are listed (and there are over 500, you know) together with their financial condition, etc., etc., plus the names of their Board of Directors, officers and committeemen. A Who's Who

during 1938 in the credit union realm. A happy thought; surely there must be some ladies, too.

So, turning to page one, the idea was to scan thru the book hoping to find a few from which to select one to present in this column for introduction. Thru the first dozen pages there were so many that to go thru the other 180 some odd pages would make a vest pocket edition.

The book was closed with a sigh, and a silent "Oh my; now what!" Well, it was solved, but that's another story. At this time, it is indeed a pleasure to present

MISS ARLENE RIEGE

She really is someone to become enthused about, too. A year and half ago, the Marathon Paper Mills Employees Credit Union, at Rothschild, found themselves progressing so rapidly that it was necessary to secure an assistant for their Treasurer. Arlene was given this opportunity.

She was taught the credit union book-keeping and clerical work, and proved to be so efficient that early in 1939 at a meeting of the Board of Directors, she was appointed Assistant Secretary and Assistant Treasurer.

Then, the Wisconsin Valley Credit Union Chapter, at their last meeting, appointed her Secretary.

That's not all. Since last April she has published a little bulletin for her credit union.

Quite a few big strides indeed in a year and a half for such a young lady. The secret of her success, or shall we say, swift progress, is the combination of 100% efficiency plus a very charming personality.

Hobbies, or spare time activities? Really, it seems no time could possibly be left, but there must be! She helps her brother with his credit union work; teaches a Sunday school class, and is also active in choir work. All that still sounds like work, doesn't it? But she enjoys movies, dancing, swimming, and sewing too. Such a busy person, seems as tho she ought to be twins.

Congratulations to the Marathon Paper Mills Employees Credit Union for picking a real winner.

P. S. She's 21 years old, 5'4" tall, and has blue eyes and brown hair.

* * *

New League Members

This month we are proud to report that nine more credit unions who were not members in 1938 have joined the League, making a total of 345 credit unions affiliated at the present time.

The new League members are as follows:

WACO CREDIT UNION
Milwaukee
CO-OP CREDIT UNION
Maple
SIMCO CREDIT UNION
Kenosha
WEYCO CREDIT UNION
Portage
MUTUAL CREDIT UNION
Turtle Lake
PHOENIX CREDIT UNION
Milwaukee
W. P. & L. CREDIT UNION
Beaver Dam
TOMAH CO-OP CREDIT UNION
Tomah
FARMERS EQUITY CREDIT UNION
Alma

* * *

"The best way to lose weight is to eat less."—*Through the Meshes.*

THE BRIDGE — November, 1939



NEWS FROM CANADA

By GORDON SMITH

Credit Unions Carry On

AT THIS stage we find ourselves in the midst of the horrors of war, no doubt the wish was father to the thought but we always stated that men would never fight again. We have been wrong before and guess that once more will not hurt, but we do know that war or no war, Canadian credit unions are carrying on with renewed vigor. We must not falter, the service we render will be needed more than ever and building must go on. Because war cannot continue indefinitely and we must.

From all parts of the Dominion come glowing reports of forward marching progress of the credit union movement. We have not heard from a few provinces, but we know they have been so busy with important services that they have forgotten to send in "copy" for the most essential feature of the movement, the BRIDGE.

New Brunswick

The N. B. C. U. Act was passed in June, 1936, and its administration left with the Department of Agriculture under the direction of Hon. A. C. Taylor, Minister of Agriculture; Mr. S. Wilfred Keohan was appointed registrar of Credit Unions and under his capable supervision, the Movement has developed rapidly and methodically.

N. B. C. U. Statistics

December 1936-June 30, 1939

1936. Two credit unions were organized. June 30, 1939. Number of Credit Unions—95; Number of Members—10,048; Total Assets—\$169,847.04; Total Loans for ½ year—\$167,060.30.

Considering the size of our Province (28,000 sq. miles) and the comparatively small and scattered population (445,000), the growth of the Credit Union Movement has been rapid.

In Saint John city the largest city in the Province, there are 21 credit unions with a total membership of 3,000, shares \$70,483.32 and \$190,854.89 have been loaned since Feb., 1937.

The Chapter maintains large, well furnished quarters in the centre of the city and through its effort, the members of local credit unions have heard addresses from many of the outstanding leaders in the Movement on this Continent. To mention some of those who have visited us and left lasting impressions: Roy F. Bergengren, Earl Rentfro, Claude R. Orchard, Prof. A. B. MacDonald, Rev. M. M. Coady, Rev. Nelson MacDonald and others. The Chapter executive is forever on the trail of such men and we feel that we have been singularly favored so far.

Moncton district credit unions have an active Chapter which is making its influence felt among 20 to 25 credit unions in that area. Another Chapter is being organized in the North Shore area among an equally large group. Chatham area is also

organizing a Chapter; each of these areas comprising approximately 20 or more unions.

The Credit Unions of New Brunswick are perhaps more familiar with CUNA and its activities than possibly many American Credit Unions realize and are actively promoting the idea of a great Continental Association, when the Credit Unions of North America will march as a unit toward the goal of Economic Democracy. Many of the N. B. Credit Unions are already participating in the benefits of Cuna Mutual and we hope in the not too distant future, to be represented through our League on the National Board.

British Columbia

New credit unions are forming rapidly in B. C., with the help of the Provincial Government at Victoria and Mr. J. P. Hogg of the Attorney-General's dept., who have made the rounds of the province explaining the credit union act. If any reader is interested he may write G. H. Cockburn, 4624 11th Ave., W. Vancouver.

Ontario

Toronto reports: The Farmunited Credit Union, operating among the employees of Ontario's central cooperative wholesale, has grown in strength and service to its members. Founded some 18 months ago, share capital is nearing the \$2,000.00 mark. Over \$5,000.00 has been loaned out to members since commencing.

Harvey MacDougall, United Farmers Educational secretary is one of the founders of the above and other credit unions. He is addressing the first of a number of meetings at the Garden City Press, where the Continental and Garden City Credit Unions meet.

Windsor.—President Harry Finch of the Printers Credit Union is proud of the fact that membership has long passed the 100 mark. Great impetus was given the movement by the July visit of Managing Director of CUNA, Roy F. Bergengren. The general wish is that he may long be spared to the credit unions of this continent. Any old time he can visit Canada he is sure of a royal welcome.

Hamilton.—Continual advance is being made with our 15 local credit unions. Nearly all reveal a lack of money for loaning, surely a healthy condition. The International Harvester Works Employees Credit Union is our largest. Organized in 1935 they now have a membership of 757, have \$74,000.00 in share capital, loans total \$167,000.00 and all this grew from the efforts and energy displayed by the 12 charter members.

CUNA and Its Affiliates

Canada welcomes easier facilities with which to do business with Cuna Mutual and Cuna itself. Earl Rentfro has promised consideration to a plan whereby premiums may be paid in Canadian banks and claims handled in the same way.

**"Our officers and directors
appreciate the protection and control
provided by this system"**



MR. DANIEL S. TARLOW, Treasurer of the Brockton Credit Union, Brockton, Mass., writes the following letter:

"About three years ago we installed a National Posting and Control Machine in our Credit Union. We wished to provide better service to our members and at the same time obtain better control.

"We are pleased to state that the machine accomplished all that we expected. Our window service has been improved. Our ledger cards—printed by the machine at the same time as the members' books—have been in perfect balance since the installation. Our officers and direc-

tors appreciate the protection and control provided by this system.

"Due to the instruction, supervision and efficient installation service given us, the change to the new system was made very simply and quickly. The new system has functioned smoothly from the start.

"We certainly are glad to recommend this system to any Credit Union operating under similar conditions."

A National Posting and Control Machine will give your Credit Union protection and control over all your accounts. The local National representative will be glad to show you how.

The National Cash Register Company

DAYTON, OHIO

Cash Registers • Bank-Bookkeeping Machines
Typewriting-Bookkeeping Machines
Posting Machines • Postage Meter Machines



Check-Writing and Signing Machines
Accounting Machine Desks
Analysis Machines • Correct Posture Chairs



I O W A

By FRED A. BEARD

Black Hawk Chapter Turns Out

They don't pay any attention to weather in Waterloo. Those people really have a credit union "bug." Coldest day yet . . . stormy night . . . snow . . . competing attractions . . . everything topsy-turvy against them . . . and they turn out a hundred strong!

The event was a dinner meeting on September 25.

Claude Orchard was the principal speaker, aided and abetted by other credit union dignitaries, Rev. N. J. Lentz, C. O. Alexander, Herb Vetter, and state directors Kramer, Klotzbach, Coenen, Bandfield, and Beard.

Those boys deserve a lot of credit. Under the presidency of Ralph Klotzbach and with the able help of R. E. Brumble, Ray Baker and N. J. Kramer, they have stepped up to ten times the national batting average for credit unions.

Vive la Waterloo!

* * *

The WOODBURY COUNTY CHAPTER held its regular monthly business meeting on the 21st. Harry Lash of Council Bluffs, state league director who made the Madison trip, gave them a report of the National meetings. Roberts Dairy acted as host.

The CENTRAL IOWA CHAPTER held their first fall meeting with the folks at the Iowa Pack on September 18. For discussion Mr. Crisman, chairman of their credit committee, presented some of their loan problems, which of course are always live topics.

The October meeting will be held at Fitch's, the dandruff removing credit union.

CERRO GORDO COUNTY held their first meeting on the 26th with Claude Orchard present, and the Mississippi Valley on the 29th. No reports available as we go to press, but hope to have some for the next issue.

THE STORY COUNTY folk have held one committee meeting in preparation for the dinner meeting in conjunction with the state league board meeting on Oct. 22nd. In connection with this meeting is to be the credit union rally on Iowa State campus. Bring your families.

* * *

President's Column

Hello Folks—

As a member of the board of the Cuna Supply Co-operative, I had the pleasure of going to Madison September 1 to 5, and while this board did not meet until the 5th, I went early purposely so as to sit in on the meetings of the other two affiliates: the executive committee and the Cuna Mutual society.

That's one objection I have to the national set-up; there are three separate bodies responsible for the policies of the National, and you have to sit in on all three in order to get a correct picture of the national set-up. I would like to go on record as saying that every director in our league should at some time or other make the trip to wherever the National is holding its meeting so that you can see first hand what it is all about. And by the way the next annual meeting of the National

will be held in Madison next spring, so please start right now making plans for attending same. **YOU'LL LIKE IT!**

One cannot help but be impressed with the earnestness of the folks who are on the different boards and committees, and who take time off from their work, and a lot of them really are big men, and often pass up their vacations just in order to look after the business of the National. And it is all work, often far into the night, and right back at it again early next morning. If you are looking for just another convention, you'll be disappointed. It just isn't that kind of a convention.

Thank you.

C. O. ALEXANDER.



PENNSYLVANIA

MISS JULIA D. CONNER

CHAPTERS

Two new chapters have been formed during the year. Midwestern Chapter, which includes Lawrence, Beaver, Butler, Clarion and Armstrong Counties, got under way at a meeting held in Beaver Falls, in May. Under the able leadership of Mr. L. R. Taggart, Ambridge School Teachers Federal Credit Union, this chapter is off to a good start. A program committee, with Mr. Peter Drost, St. Felix Parish Federal Credit Union, Freedom, as chairman, has already launched a series of meetings which promise to make this one of the outstanding chapters of the State.

First steps toward the organization of a chapter to serve credit unions in the Allegheny Valley were taken on October 11, when forty-four representatives of credit unions in that area met in New Kensington High School. Mr. E. R. Shakeley, of West Penn Northern Division Federal Credit Union, New Kensington, was chosen as temporary chairman, and Mr. F. R. Jones, Alcoa Arnold Federal Credit Union, Secretary-Treasurer. The League President, Mr. G. A. Palmer, Jr., and the Managing Director met with the group and assisted in preliminary plans. The next meeting of this group is set for November 15, when by-laws will be presented for adoption, the by-laws committee being headed by Mr. Neil Armstrong, Aluminum Office Employees F.C.U., New Kensington.

CUNA Mutual Speaks

Earl Rentfro spent several days in the State during October, meeting with chapters in Lancaster, Wilkes Barre, Philadelphia, Harrisburg, Erie, Beaver Falls, and Pittsburgh. He explained the various types of insurance that are available to credit union members, especially the individual life policies which are available in units of \$200 to \$5,000. Those who attended the meetings were interested and, in many cases, amazed to learn of the growth of the CUNA Mutual Society, which has already written coverage in the amount of more than 51 million dollars. Credit union members are experiencing a new sensation in the ownership and control of their own insurance society and in sharing in its earnings. Every credit union member should be informed on this subject.

INTRODUCING! THE CUNA SMALL CHANGE BANK!



A general demand and months of preparation have produced the CUNA Small Change Bank, of which the above is a full-size reproduction.

It sells for \$1.50 delivered

Description

Four inches square, made of durable tenite, offered either in black and gold, or ivory and black, with a guaranteed calendar attachment which registers the date by the insertion of a quarter, dime or nickel daily. Most attractive in design.

GIVE A CUNA SMALL CHANGE BANK FOR CHRISTMAS!

Order Early! They'll Go Fast!

CUNA SUPPLY COOPERATIVE

Madison

Wisconsin

**"The surest guarantee
of adequate service is
ownership"**

**The credit unions of
America own the CUNA
Mutual Society**

**Where they lead,
others will follow**

**Loan Protection,
Life Savings Plan,
Renewable Term,
Ordinary Life, and
Small Unit Insurance**

written by mail

Write for details—

**CUNA Mutual Society
Madison, Wisconsin**

Filene Memorial

The Filene Memorial Campaign led all other activities in Pennsylvania during the month of September when Mr. Roy F. Bergengren was the speaker at five mass meetings, sponsored by chapters in Harrisburg, Philadelphia, Wilkes Barre, Erie and Pittsburgh. These meetings really marked the launching of the campaign in the State, and results are beginning to show in increased pledges.

Many plans were brought out at these meetings which showed interest and ingenuity on the part of those who developed them. For example, one credit union sent a notice to each member, suggesting that the treasurer be authorized to deduct from the shares account whatever amount he desired to give. A withdrawal slip was enclosed with each notice, which the contributor was asked to sign and return. This plan netted \$235 from one credit union. In another credit union a committee was formed, each member of which was given a certain number of members to contact. This committee sold bricks at 25 cents each, and the returns averaged \$1.00 per member. Still another treasurer conceived the plan of providing a box in a conspicuous place, where members could deposit small change at various intervals to augment the more substantial amounts.

In order to answer the numerous inquiries regarding quotas, we suggest 25 cents per member as a fair goal toward which any credit union might work. Mr. Filene provided machinery through which working men and women could, with dignity, save in units of 25 cents, and we feel sure he would respond as warmly to the small contributions of those who cannot afford to give the larger sums. We do not set this goal as a maximum, but rather as a mark at which to aim, with every effort being made to pass it. If every credit union member in Pennsylvania will contribute just the price of one movie, we will easily reach our goal. Make your contribution through the treasurer of your credit union.

"Every war is a national calamity whether victorious or not."—Gen. Von Moltke.

The reason so many auto drivers are killed at railroad crossings is a mistaken belief that the "Stop, Look and Listen" sign applies to the engineer of the train.

Better ask twice than lose the way once.

The President's Column

(Continued from page 4)

A great many things might be done for the credit union membership, such as study clubs, along the lines of Nova Scotia and, of course, one of the most important things is information for dissemination among the general public.

It is impossible, within the limits of this column, to go into detail with respect to the functions of the educational unit and I have only attempted to give a brief idea of just what might be done at the beginning.

I would suggest that if any league or any credit union has material that they have found helpful and they believe would be of assistance in connection with the educational work, that such material be sent to our Managing Director.

Let us all help to spread the Credit Union gospel.

Gratitude

Edgar A. Guest begins a little poem with the following lines:

"Of all the right by man possessed
Which makes life fair,
I think and hold this one is best:
The right to share."

Credit Union people have a rich heritage from Edward A. Filene, founder of the credit union movement in America. Mr. Filene grasped his opportunity to share with others by giving to us the credit union; he died happy in the knowledge that he had thus shared. We can emulate his example by carrying on the work he began.—Iowa Credit Union News.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The Bridge, published monthly at Chicago, Illinois, for October, 1939.

State of Wisconsin, } ss.
County of Dane }

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Charles G. Hyland, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Bridge and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, W. F. Hall Printing Company, 4600 Diversey Avenue, Chicago, Ill. Editor, Ralph G. Long, 1002 Lincoln Park Drive, Decatur, Ill. Managing Editor, Ralph G. Long, 1002 Lincoln Park Drive, Decatur, Ill. Business Manager, Charles G. Hyland, 142 East Gilman, Madison, Wis.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Credit Union National Association, a Wisconsin non-stock, charitable corporation composed of forty-five State Leagues of credit unions.

Credit Union National Assn., 142 E. Gilman St., Madison, Wisconsin. (A Wisconsin corporation not for profit and without capital stock.) Wm. Heid, President, 500 Municipal Bldg., New York City; Presley D. Holmes, Treasurer, 3333 Elston Ave., Chicago and Harold Moses, Secy., Federal Land Bank Bldg., New Orleans, La.; Ralph G. Long, Managing Editor, 1002 Lincoln Park Dr., Decatur, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None such.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is (This information is required from daily publications only.) Our publication is monthly; the average approximate circulation for the past six months is 36,206.

C. G. HYLAND,

Business Manager.

Sworn to and subscribed before me this 22nd day of September, 1939.

[SEAL.]

JACK FORTNUM.

(My commission expires Apr. 21, 1940.)

THE BRIDGE — November, 1939



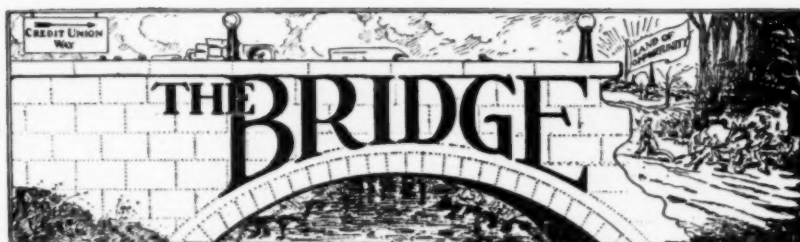
*It's Easy to
get ahead*

IF YOU USE YOUR
CREDIT UNION

Budget your finances.
Build up a savings account.
Borrow when you need to.
Control your money affairs.

Benefit By Saving the Credit Union Way

SEE YOUR CREDIT UNION
TREASURER TODAY!



BUILDING A STRONG "BRIDGE"

PUTTING OUR NATIONAL MAGAZINE INTO CREDIT UNIONS

HERETOFORE, various urgings have been made for credit union people to subscribe to the BRIDGE for their interest and information, and to assure the permanency of the magazine. Many believe that the BRIDGE is a sort of text book for credit union people, and that it is the foundation for any educational program. The NEWS is giving this space in the interest of increasing the circulation of the BRIDGE because it feels that much importance attaches to it. A few questions are answered.

What is it?

The official organ of the credit union movement in the United States.

Why is it?

It exists (1) to supply a medium through which credit unions are helped with operating problems; (2) it contains the news of the credit union movement and (3) it helps the reader to understand what his credit union is and how to make use of it.

What does it cost?

\$1.00 per annum; it is published monthly.

Why, particularly, should credit union directors and committee members have it?

Because the credit union movement is constantly being perfected; new services are constantly developing; difficult problems are constantly being solved. It is essential to the effective operation of any credit union that its officers read the BRIDGE.

What are some outstanding features?

These are, in each issue: "What About It?" (questions and answers on many problems), by Thomas W. Doig; "Federal Section," (doings of Federal credit unions all over the country); "News of State Leagues" (what's going on elsewhere); Inspirational and informative articles; Live news on the rapidly growing credit union movement.

Is this a good investment for a credit union, or a credit union member to make?

Undoubtedly so. A credit union will profit by giving a subscription to each of its Directors and Committee members. It will repay members a hundred fold to know more about their own credit union.

How can we make the BRIDGE a financial success?

Only by helping ourselves and it by SAYING IT WITH SUBSCRIPTIONS.

What should we do?

Appoint a BRIDGE committee in every credit union. Equip it with sample copies. Give members a chance to subscribe by personal solicitation. Vote a subscription for those who direct the credit union. Give a little thought and time to this, and work to see that your credit union has the BRIDGE.

—From the North Carolina-Virginia Credit Union News.

"A man may, if he knows not how to save as he gets, keep his nose to the grindstone."—B. Franklin.

"Knowledge is of two kinds: we know a subject ourselves, or we know where we can find information upon it."—Samuel Johnson.

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